SEPTEMBER 14, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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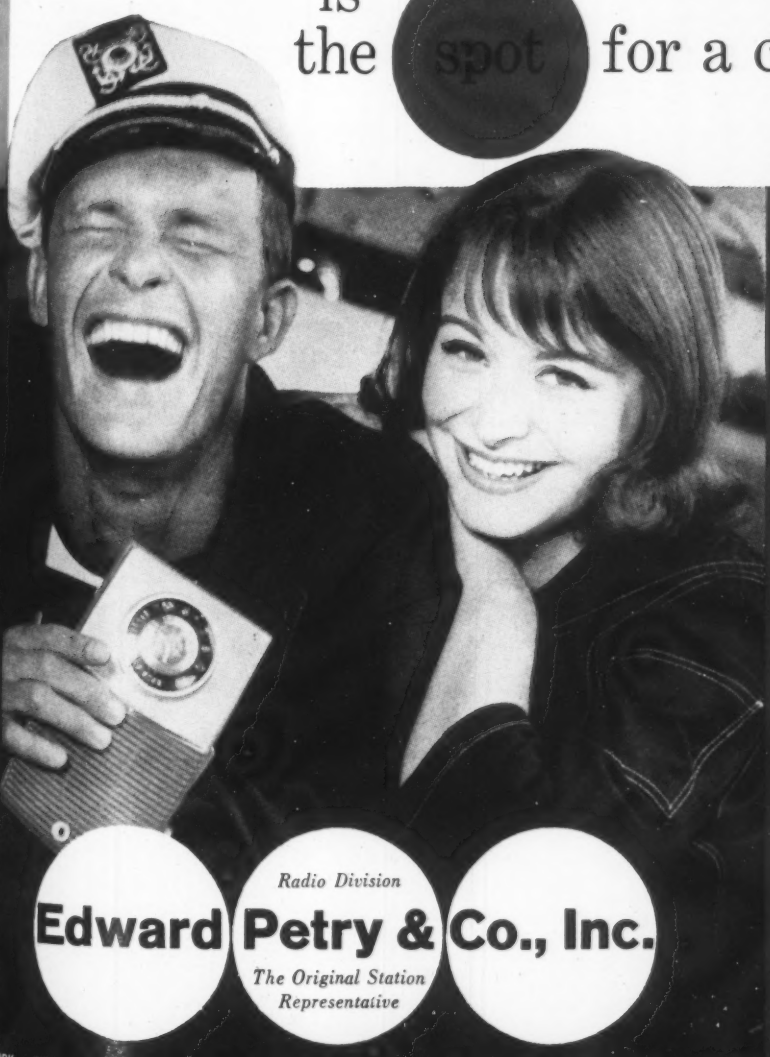
This is the spot for a commercial



Welcome aboard! This is a *listening* mood—a *receptive* mood. And this is where you come in, with the right Spot Radio schedule. These 29 great radio stations can make clear sailing out of selling.

KOB, Albuquerque · WSB, Atlanta · WGR, Buffalo · WGN, Chicago · WFAA, Dallas-Ft. Worth · KMH, Denver · WDAF, Detroit · WANE, Fort Wayne · KPRC, Houston · WISH, Indianapolis · KARK, Little Rock · WINZ, Miami · WISN, Milwaukee · KSTP, Minneapolis-St. Paul · WTAR, Norfolk · KFAB, Omaha · KOIN, Portland · WJAR, Providence · WRNL, Richmond · KCRA, Sacramento · WOAI, San Antonio · KFMB, San Diego · KGBY, San Francisco · KHQ, Spokane · WSTP, Tampa-Orlando · KVOO, Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

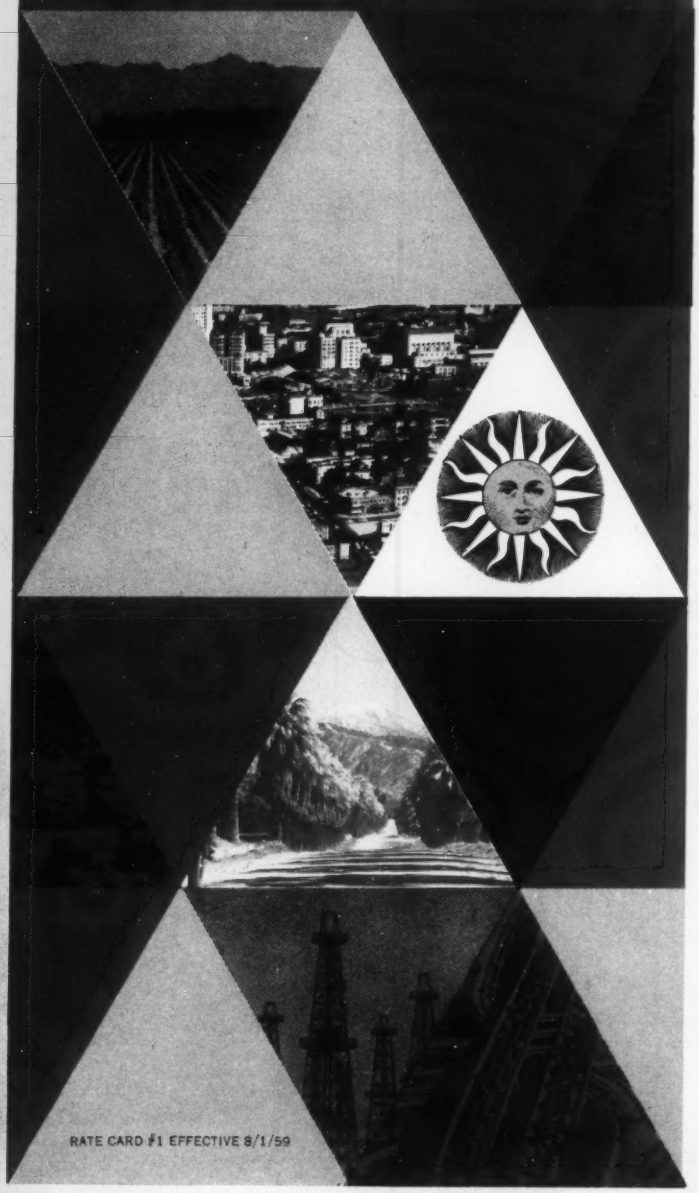
ORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

TRI-BUY

FOR SOUTHERN CALIFORNIA

KFOX • KSON • KITO

LONG BEACH · SAN DIEGO · SAN BERNARDINO



this rate card **is your key to 94% of all Southern Californians.**

This huge audience is within ½ MV/M coverage triangle of the 3 TRI-BUY STATIONS. K-FOX, the only 100% country and western format in Southern California ... KSON, the popular music-news format ... KITO, most powerful station in the Valley. Complete coverage plus local programming make this YOUR BEST BUY!

TRI-STATION BUY: 15% discount applicable each station on comparable schedule in all 3 markets.

2-STATION BUY: 10% discount.

We proudly announce the appointment, as exclusive representatives, of

George P. Hollingbery Co.

CHICAGO NEW YORK ATLANTA DETROIT LOS ANGELES SAN FRANCISCO SEATTLE

VITAL

to Houston... The vast, dynamic Oil, Gas, and Petro-chemica industries have made Texas' largest city the "Oil Capital of the World." Their presence is vital to the spectacular Houston economy . . supporting an important share of the city's families.

Vital to Houston also is the service KTRK-TV brings to all of the Houston families who depend on us in ever greater numbers for news, public service and family entertainment.

KTRK-TV Channel 13
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF PUBLIC INSTRUCTION
BOX 911, HARRISBURG

THE SUPERINTENDENT

August 4, 1959

Mr. Clair R. McCollough
President and General Manager
Station WGAL-TV
Lancaster, Pennsylvania

Dear Mr. McCollough:

On behalf of the 40,000 students and over 1,100 public and nonpublic school teachers in the Lancaster viewing area I wish to extend sincere thanks and appreciation for the cooperation of Station WGAL-TV in televising the science program during the past school year.

It is gratifying to know that your station will again provide students and teachers with public service time during the coming school year. You may be interested to know that, with the two programs your station is planning to show, we estimate that close to 85,000 students in the public and nonpublic schools in the twenty-county area will be viewing these telecasts during the school year 1959-1960. This increase is due to the fact that we are offering a science program for the intermediate school (Grades IV, V, and VI) and a speech improvement program for the primary grades.

It should be gratifying to you to know that as far as we have been able to ascertain the science series which reached approximately 40,000 children last year was one of the most comprehensive projects which had been undertaken by any commercial television station in the nation.

You certainly are to be commended for your complete cooperation in making the public service features of your station available for school instruction purposes.

Sincerely yours

Charles H. Boehm

Charles H. Boehm

These weekly programs are two of the many educational series regularly telecast by WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Fm for NBC? • What might be most radical innovation network-level radio has seen in years is under preliminary study at NBC. It would be special broadcasting service for physicians (and would be in addition to NBC Radio's regular network service). Beyond fact that such a thing is under study by small staff — and that explorations haven't yet gone far enough to indicate what decision may be—NBC authorities aren't talking. But deduction buttressed by semi-educated speculation from other sources suggests it would involve fm, probably multiplexed, to receivers located in doctors' offices. Hugh M. Beville, as vp for planning as well as research, presumably heads up medical-radio staff assigned to think it through.

Tourist trade • Soviet Premier Khrushchev, it's learned, has compiled list of things he wants to take back, based largely on what he observed at American Exhibition in Moscow. Close to top of list is Videotape recorder, which popped his eyes when he saw instantaneous playback of his animated debate with Vice President Nixon (BROADCASTING, Aug. 3). There's at least one problem: Ampex VR-1000 is on Dept. of Defense restricted list and would have to be cleared for export.

Tv's secret stations • At least 1,000 unauthorized vhf boosters are operating in West—nearly twice number of legal television stations in whole nation. That's opinion of Harold G. Cowgill, chief of FCC Broadcast Bureau, who just returned from month's survey of community antenna and booster operations in several western states. Mr. Cowgill and James B. Sheridan, Broadcast Bureau economist who accompanied him on tour, actually plotted 150 boosters in Montana alone.

Extent of booster development astonished Broadcast Bureau surveyors. "Sometimes I had the feeling there was a booster behind every hill out there," Mr. Cowgill said. Most installations are cheap (well under $1,000 for complete rig, including antennas, converting-amplifying gear, pole and wiring). They receive one vhf signal, retransmit it on another vhf channel with little power. Early models boosted signal on same channel, but this proved to have technical bugs. Mr. Cowgill will submit report to FCC in two weeks or so, is working hard to come up with recommendations on what he says is one of most perplexing problems he has encountered.

Out of the park • NBC-TV may have troubles to iron out in its coverage of World Series if, as seems probable, either Los Angeles Dodgers or San Francisco Giants win National League pennant. Because of time differential, West Coast games would not start until 4 p.m. or 4:30 p.m. (EDT) and could well run into beginning of prime evening time. NBC's sports department is aware of possible predicament but acknowledges: "We just haven't come to any decision as yet."

Personal and private • Best guess on eve of NAB Tv Code Board's Sept. 15-16 meeting in New York is that watered-down summary of personal products investigation will be made public, minus sponsor or product names. Special subcommittee studying depilatories, corn cures, under-arm items, razors and similar personal specialities meets day ahead of full board. Other topics concerning code enforcers are overcommercialism (backdrops and desk signs), plus sex and violence in programming.

Drop-ins • Don't write off possibility of Congressional hearings (Senate or House or both) on FCC's failure to provide additional tv services in less-than-three-station markets. It's being talked up on Hill and it's no secret that ABC is particularly unhappy about FCC's inertia in providing new services, notably where no great violence would be done to mileage separations under existing criteria. Kenneth Cox, Seattle attorney who has served as special counsel of Senate Commerce Committee, soon will return to Capitol in connection with allocations and related tv inquiries.

Robert H. Hinckley, ABC executive committeeman and board member, who retired last July as network's Washington vice president, was back last week and spent considerable time on Capitol Hill. While FCC has taken steps looking toward drop-ins in under-served vhf areas (Fresno, Bakersfield, Birmingham, Columbus, Ga., Hattiesburg - Baton Rouge) and has instituted preliminary studies in such critical markets as Providence, Louisville, Syracuse and Grand Rapids-Kalamazoo, there's no prospect of any additional service getting underway this fall season.

Sour note • There's been unpublicized hitch in harmony that seemed to exist between ASCAP and All-Industry Radio Music License Committee after their agreement few months ago on terms for new ASCAP radio music licenses—but it may be smoothed out by this week. ASCAP has come up with proposal that committee claims was not part of deal agreed upon before Federal Judge Sylvester Ryan and awaiting formal signature (in accord with ASCAP consent decree procedures). Proposal would make talent charges part of station revenue base on which ASCAP fees are computed unless they're billed separately to advertiser and are in addition to rate-card time charges. It's estimated that, if accepted and enforced, proposal could cost radio stations $1 million per year, or about $300,000 more than payments made in 1957 even though new terms otherwise anticipate 9% reduction in total radio payments.

Another ASCAP proposal which committee is resisting as being outside earlier agreement would bring violations of ASCAP licenses under court jurisdiction. This means that if station fell behind in payments to society, ASCAP could file suit in New York and station management or counsel would have to appear in New York to defend procedure that could become expensive nuisance. All-Industry Committee, headed by Robert Mason of WMRN Marion, Ohio, with Emanuel Dannett as chief counsel, was to appear along with ASCAP authorities before Judge Ryan Friday afternoon (Sept. 11) for discussions including this and talent-charge proposal.

Geneva progress • While reports from International Telecommunications Union sesions at Geneva are spotty, it's learned from informed observers that engineering sessions are well in hand despite efforts of Russia to assert voting control through recognition of Soviet satellites. These were successfully resisted by Western nations led by FCC Comr. T. A. M. Craven, chairman of U.S. delegation, as were other oblique moves to go beyond previously agreed-to agenda. Geneva sessions began last month.

As agenda stands, only matter of interest to U.S. broadcasters pertains to international (shortwave) area and proposed reallocation among have-not nations. Tv allocations per se are not involved because these are regional in character, but question of lack of uniformity in transmission standards might arise in light of impending global transmissions. U.S. uses 525 lines, Great Britain, 405, and most of European continent 625 lines.

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Is advertising keeping up with the customers?

The brain that can find a lost meson or send a monkey into space is going to get pretty fidgety if it tunes in advertising that was aimed at a less informed and more naive generation.

But mental maturity isn't confined to a few thought leaders any longer.

The number of persons, ages 5 to 24, who are in school has risen from 26 million to more than 45 million since 1940. During the same period, the percentage of people over 25 who have completed four years of college has nearly doubled. And it is estimated that by 1970 there will be 11 million college graduates in this country.

If advertising hopes to sell to the consumer of the "Grown-up Sixties", it needs to do a little growing up on its own hook.

In the Sixties, more than ever before, advertising that talks down to people will wind up beneath their notice.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

WEEK IN BRIEF

MR. YOUNG

Rx for triple-spotting: imagination • It's not how many commercials are piled up in sequence that's important, it's how good they are. This creative competition is good for advertising, according to James W. Young, creative director, M. Belmont Ver Standig Inc., Washington, because a bad commercial won't sell even when standing all alone. Mr. Young talks about the problem in this week's Monday Memo. Page **17**.

BBDO on network tv • The appeal, advantages and use of a medium as seen through one top agency's "eyes and ears" department. Page **35**.

New account to SSC&B • Lipton is agency's new cup of tea. It's worth between $3-4 million a year in billing. Page **40**.

It's foods by $148 million-plus • That's the total in gross time billing compiled by foods advertisers in the first half of 1959. TvB totes up the figures. Page **40**.

Tv tape at local stations • Syracuse U. study questions vtr equipped stations on video tape's uses, advantages and problems. Page **46**.

Dominicans file MBS suit • Gen. Rafael Trujillo's government goes to court to recover $750,000 it claims it paid Alexander Guterma and Hal Roach Jr. to obtain a "news" outlet via MBS. Messrs. Guterma, Roach and Garland L. Culpepper plead not guilty to grand jury charges they failed to register under foreign agent law. Page **48**.

What labor law means • New legislation gives broadcasters protection against blackmail picketing and secondary boycotts. An analysis of first major labor legislation in more than a decade. Page **60**.

More talk than action • First Session of 86th Congress follows customs of predecessors by doing a lot of talking about broadcasting legislation but taking very little action; only one bill, the equal time amendment, passes both houses. Page **64**.

No baseball pay tv planned • Baseball's Ford Frick tells House Antitrust Subcommittee that his office has not negotiated with pay tv sponsors; hearings completed on sports bills with antitrust exemptions tabled in House until next session. Page **88**.

A matter of typing • Slowness in transcribing grand jury minutes may force postponement of scheduled October testimony of some witnesses in House Legislative Oversight unit's investigation of tv quiz programs. Page **90**.

NTA's new "brainchildren" • To build up daytime viewers, NTA is offering tv stations a double-barreled concept—a 54-hour live programming format and installation of tv receivers in out-of-home locations in supermarkets and other traffic-building centers. Page **100**.

DEPARTMENTS

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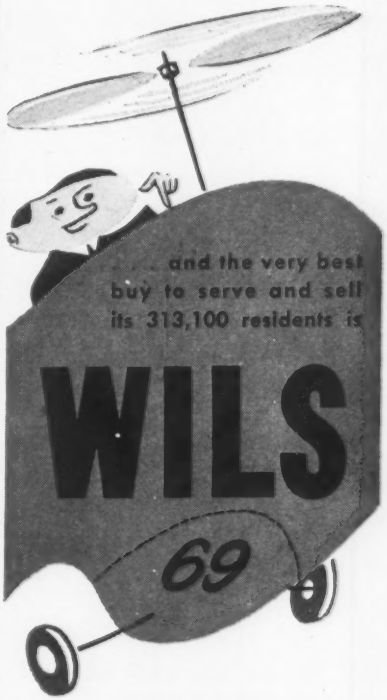
THE
LANSING*
MARKET
IS
MOVING UP . . .

now ranked 69th
(SRDS — May, 1959)



Take a look at the latest Hooper (J-F, 1959)

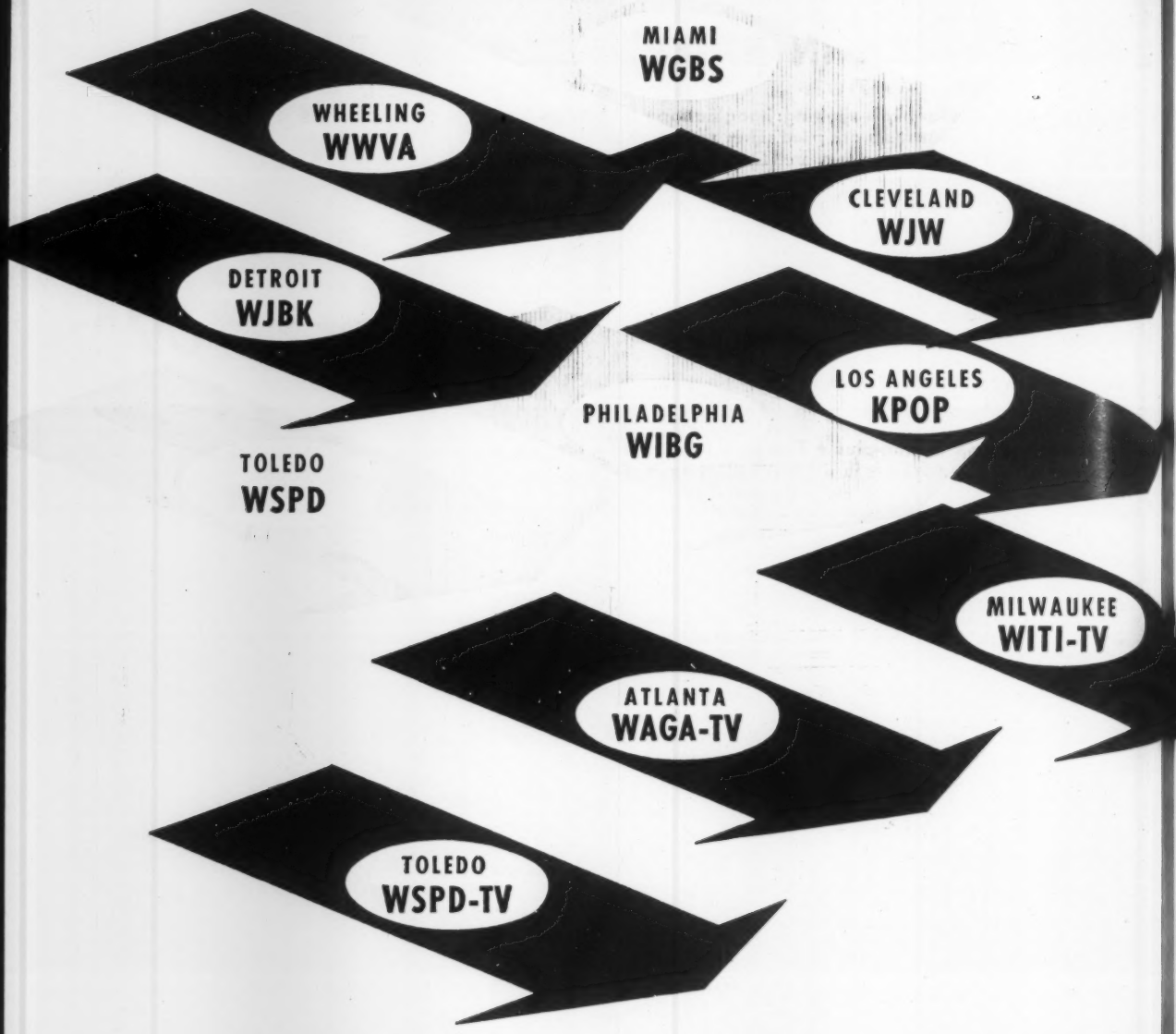
TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

* Michigan's capital city market now boasts
- 91,960 households
- $366,285,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with **WILX-TV**
NBC • CHANNEL 10
studios in Lansing–Jackson–Battle Creek
and **WPON-PONTIAC**

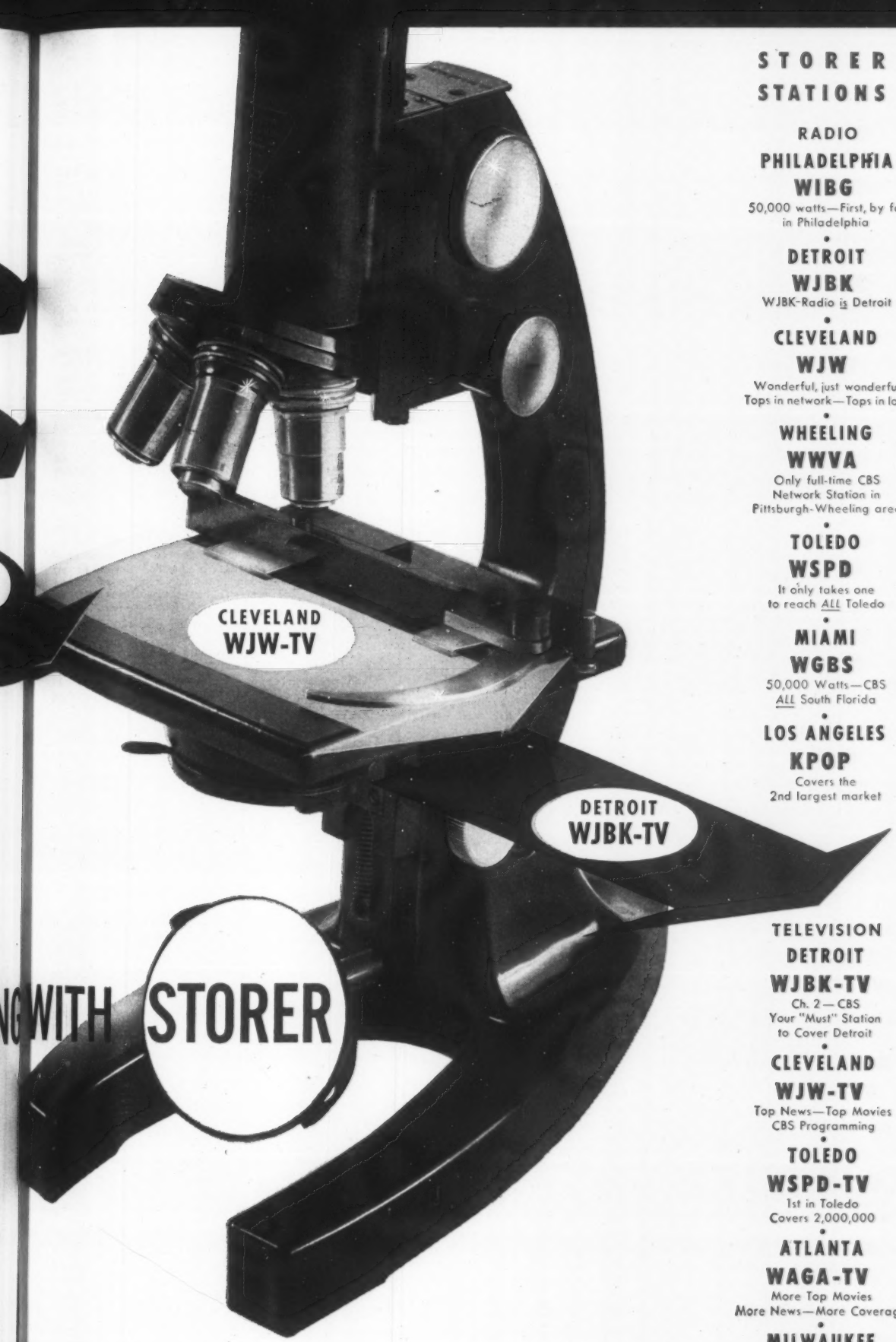
915



YOU KNOW WHERE YOU'RE GOING WI

Any way you look at it . . . A Storer station is a cinch for increased sales. Take the case of the Big Three Buyers of airtime: Colgate, Procter & Gamble and Lever Brothers. Between them and their advertising agencies, hundreds of research people are employed. They microscopically examine everything they buy. And all three buy consistently on Storer stations, Radio and TV. What better guide to best results? What better proof that you know where your sales are going when you buy Storer? You can bet your bottom media dollar, with Storer they're going up!

Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Comp ationa



NG WITH STORER

STORER STATIONS

RADIO

PHILADELPHIA
WIBG
50,000 watts—First, by far in Philadelphia

•

DETROIT
WJBK
WJBK-Radio is Detroit

•

CLEVELAND
WJW
Wonderful, just wonderful! Tops in network—Tops in local

•

WHEELING
WWVA
Only full-time CBS Network Station in Pittsburgh-Wheeling area

•

TOLEDO
WSPD
It only takes one to reach *ALL* Toledo

•

MIAMI
WGBS
50,000 Watts—CBS *ALL* South Florida

•

LOS ANGELES
KPOP
Covers the 2nd largest market

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
Your "Must" Station to Cover Detroit

•

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming

•

TOLEDO
WSPD-TV
1st in Toledo
Covers 2,000,000

•

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverage

•

MILWAUKEE
WITI-TV
CBS Programming
Top Movies

mp[illegible]ational Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940 · 230 N. Michigan Ave., Chicago, FRanklin 2-6498

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Sept. 13-16—Assn Canadienne de la Radio et de la Television de Langue Francaise, annual meeting, Alpine Inn, Ste. Marguerite, Quebec. Reservations through Andre Daveluy, CKAC Montreal. On agenda will be discussion of Board of Broadcast Governors' proposed regulations (BROADCASTING, Aug. 10).

*Sept. 14-16—NAB TV Code personal products subcommittee (14th), NAB Tv Code Review Board (15th and possibly 16th), Westinghouse Broadcasting Co. offices, New York.

Sept. 15—Premium Advertising conference, Hotel Astor, N.Y.

*Sept. 15—League of Advertising Agencies seminar meeting, Belmont-Plaza Hotel, New York. Emil Mogul, president of Mogul Lewin Williams & Saylor, New York, speaks on "The Problems of Profit."

Sept. 16—Radio & Television Executives Society luncheon, Grand Ballroom, Hotel Roosevelt, New York. Robert F. Kennedy, chief counsel, Senate Select Committee on Improper Activities in the Labor & Management Field, speaks on racketeering and other abuses in the communications industry.

*Sept. 16-19—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of Motion Picture Producers & Laboratories of Canada, Montreal.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

*Sept. 17-18—Republican National Committee's executive group on arrangements for 1960 GOP political convention, Conrad Hilton Hotel, Chicago. Group will inspect auditorium and Hotel facilities and meet with radio, tv, newsreel, newspaper, periodical and other media representatives in formal hearings on their particular convention requirements.

Sept. 17-18—Institute of Radio Engineers, engineering symposium, Sheraton-Plaza Hotel, Boston.

Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago. Also annual awards meeting.

*Sept. 18—Public Relations Society of America Inc. seminar, Hotel Statler-Hilton, Washington.

*Sept. 18—American Women in Radio & Tv Chicago chapter social event (splash party, cocktail party-buffet supper) opening 1959-60 season, Sheraton Towers Hotel, Chicago. Fee: $4.50 per person.

Sept. 18-19—National Assn. of Fm Broadcasters (formerly Fm Development Assn.) convention, Palmer House, Chicago.

*Sept. 18-20—Eighth Chicago stereo/hi-fi show, Palmer House, Chicago. Public can hear stereo music being recorded. More than 100 U.S. and European manufacturers' products on display. Attendance of 35,000 expected.

Sept. 18-20—Southwest stereo/hi-fi show, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 20—UPI Broadcasters-Telecasters of Louisiana, organizational meeting, Hotel Frances, Monroe.

*Sept. 20-22—Louisiana Assn. of Broadcasters convention, Hotel Frances, Monroe. Invitation Golf tournament on 20th. Fred A. Palmer, sales consultant, Worthington, Ohio, on "Put Your Best Foot Forward," on 22nd.

Sept. 21—AP Radio & Tv Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Frances Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago. Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting" and Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

*Sept. 22—NAB Board Convention Committee, Conrad-Hilton Hotel, Chicago.

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11759 (Fresno-Bakersfield) and 12946 (Sacramento-San Francisco-Reno).

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 23-26—National Sales Executives-International sales-marketing congress, Berlin, West Germany.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—North Dakota Broadcasters Assn., Valley City.

Sept. 25-26—Ninth annual Broadcast Symposium, Institute of Radio Engineers and American Institute of Electrical Engineering, Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-tv copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

*Sept. 28-30—Board of Broadcast Governors holds public hearings on new broadcasting station applications and power increases at Board of Transport Commissioners Hearing Room, Union Station, Ottawa.

Sept. 29—Wisconsin Fm Clinic, fourth conference, Center Building, U. of Wisconsin, Madison.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Sept. 30-Oct. 1—Illinois Broadcasters Assn. annual meeting, St. Nicholas Hotel, Springfield.

Sept. 30-Oct. 2—National Assn. of Broadcast Employes & Technicians, constitutional convention, Sheraton-Blackstone Hotel, Chicago.

OCTOBER

Oct. 1—Oral argument before FCC on protest by Philco Co. against license renewals of WRCV-AM-TV Philadelphia, owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to

MAN-O-WAR (FRIGATE) BIRD

... Found Only In South Florida

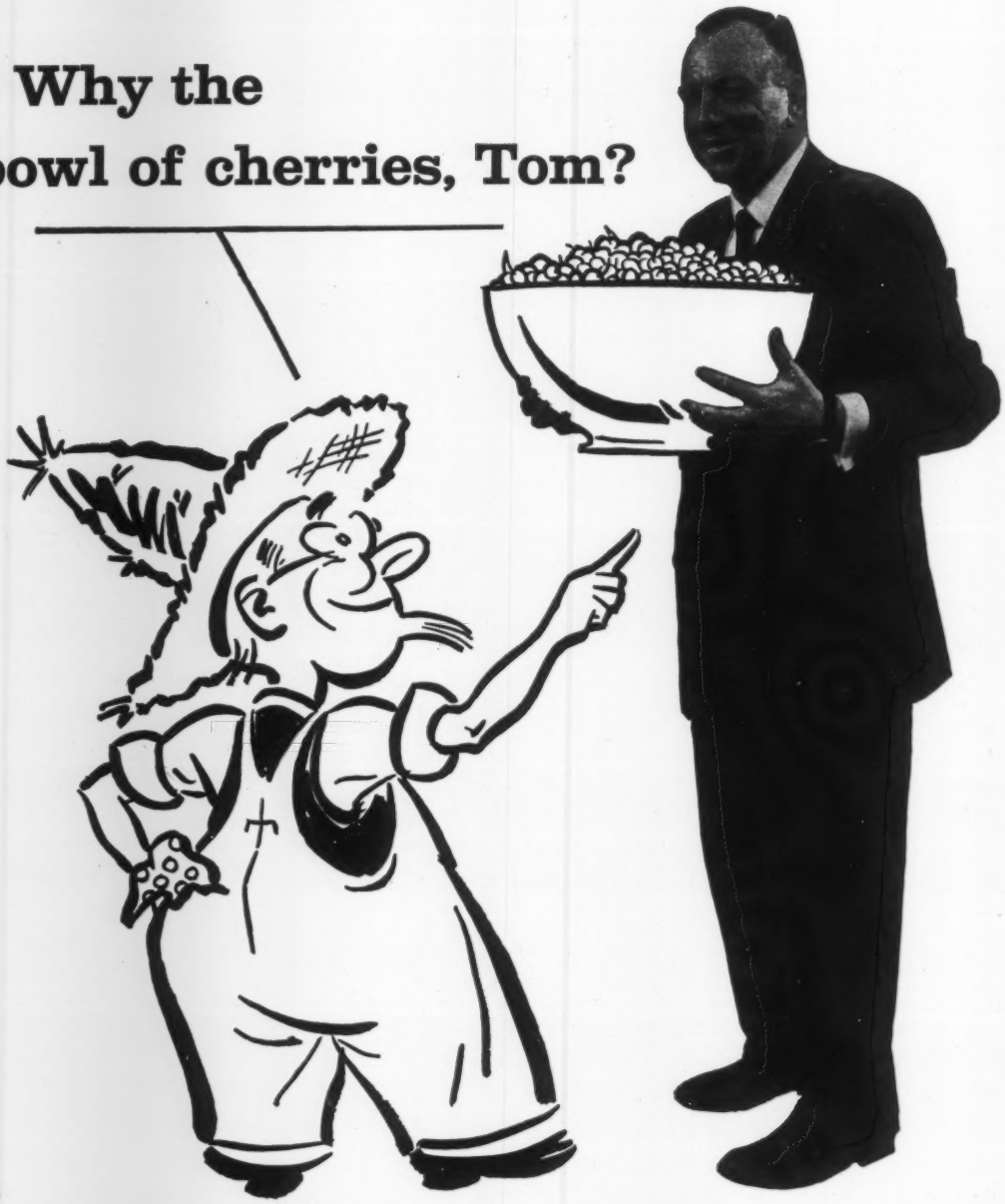
By Wallace Hughes, FLORIDA WILDLIFE Magazine
Florida Game and Fresh Water Fish Commission

WCKT·TV 7, Miami

... Found Only In 424,000 South Florida TV Homes!

For reprints of this painting and for availabilities — N.B.C. Spot Sales

Why the bowl of cherries, Tom?



"Life is *really* a bowl of cherries in the Fargo area, these days, for advertisers on WDAY-TV—our new 1206′ tower is giving our advertisers 96% more coverage area . . . a 60% larger audience . . . and retail sales volume increased by 100%!

"You can imagine what this means to our dozens of top national advertisers. They were *happy*, even before we gave them this tremendous bonus. Now most of 'em say WDAY-TV is the best buy in America!

"As a matter of fact, the Market Data Section of Standard Rate & Data shows that Fargo is the No. 1 Retail-Sales-Per-Household Area in the United States . . . with an average purchasing power of $5,970, as compared with the national average of $3,944!

"Yes Sir, that's a bowl of cherries—tremendous extra *audience*, among people with tremendous extra buying power. What more could you want?"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 2-5—**National Sales Executives-International**, board of directors meeting, Roosevelt Hotel, New York.

*Oct. 3—**AP Broadcasters of Virginia**, John Marshall Hotel, Richmond.

Oct. 3—**AP Broadcasters of Ohio**, Press Club of Ohio, Columbus.

Oct. 4-6—**AFA 7th District** convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-7—**Institute of Radio Engineers'** fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—**Society of Motion Picture & Television Engineers**, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—**Conference on Radio Interference Reduction**, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

*Oct. 6-11—Hearings on tv quiz show investigation by **House Legislative Oversight Subcommittee**, New Office Bldg., Washington.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers**, Savoy-Hilton Hotel, New York.

Oct. 8-9—**Advertising Federation of America** third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—**Alabama Broadcasters Assn.** fall meeting, U. of Alabama.

Oct. 9-10—**Indiana Broadcasters Assn.**, French Lick, Ind.

Oct. 9-10—**North Carolina Assn. of Broadcasters** and **American Women in Radio & Television**, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of **American Women in Radio & Television** conference, Otesaga Inn, Cooperstown.

Oct. 10—**Ohio Assn. of Broadcasters**, Athletic Club, Columbus.

Oct. 12-14—**National Electronics Conference**, Hotel Sherman, Chicago.

Oct. 12-15—**National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

COMPETITORS, YES...

Ed Mollison
General Manager
Al Dement Chevrolet
Birmingham

Don Blankenship
General Manager
Long Lewis Ford
Bessemer

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"For the past 18 months, our advertising schedule on WAPI has steadily increased and so have our sales, as a result of the job WAPI is doing for us. Leland Childs and his 'Early Risers' Club' brings 'em in to Al Dement Chevrolet."

"We now know the strength of WAPI personality selling. We have just renewed sponsorship of Tom Hamlin's "Sports Digest", 15 shows per week, for another 26 weeks."

WAPI

50,000 watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

LOCAL PRODUCTS:

Embassy Parties . . . and WMAL-TV

ABC IN THE NATION'S CAPITAL

Protocol regiments embassy parties, determines who sits below the salt. WMAL-TV's entire audience occupies the place of honor: in front of a tv set.

Taxi drivers, "a most reliable source," are authority for many party rumors. WMAL-TV, with on-the-spot camera-mike units, presents news as it breaks.

Embassy gatherings are sometimes planned to gain the attention of one diplomatist. WMAL-TV gains the attention of great numbers of citizens with top entertainment from ABC, plus local personalities like Louis Allen, Del Malkie, Pete Jamerson and Bill Malone.

Embassy parties are gay affairs, possibly because they offer so much for so little.

WMAL-TV is nice that way too . . . its programming is arranged to give advertisers sensibly-priced one-minute spots in most time classifications.

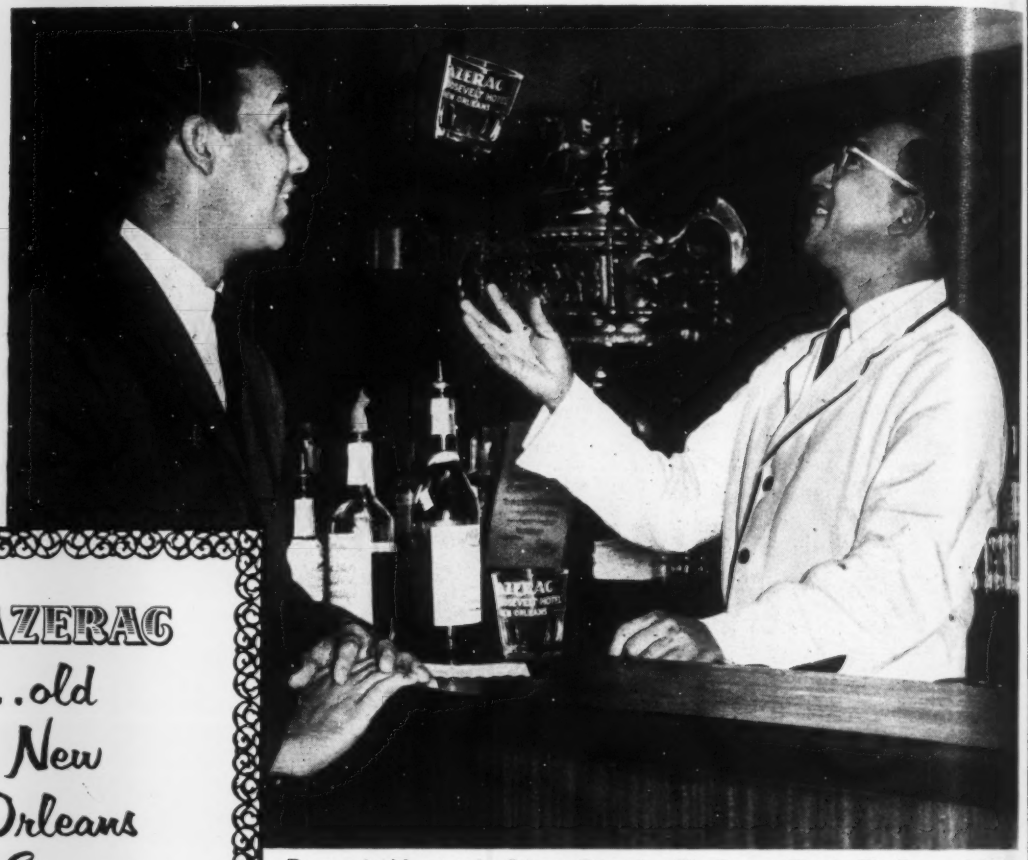
Washington Means American Leadership

wmal-tv

abc

Channel 7 Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.



Prepared with a toss by Johnny Conrad at The Sazerac Bar in The Roosevelt Hotel

SAZERAC ...old New Orleans Favorite

Place ice cubes in old fashioned glass. Pour in two dashes Angostura bitters, 1 dash Peychaud bitters, 3 dashes simple syrup, one ounce rye whisky. Stir until thoroughly chilled. Coat inside of second old fashioned glass with one dash of absinthe substitute. (Try tossing glass upward with a twist to coat glass thoroughly.) Strain contents of first glass into second—drink!

WWL-TV... new NEW ORLEANS FAVORITE

The New Orleans television trend is all in favor of WWL-TV, a two-year-old "upstart" on the local scene.

You want a station that delivers the audience today and tomorrow—that's WWL-TV.

Sunday thru Saturday

		WWL-TV	Station B	Station C
		%	%	%
July Nielsen	6-9 p.m.	42	42	15
	9-midnight	47	43	8
July ARB	6-10 p.m.	40.3	42.3	16.4
	10-midnight	46.8	45.3	8.3

Your Katz man will tell you about the New Orleans trend.

CBS **WWL-TV**
NEW ORLEANS

MONDAY MEMO

from **JAMES W. YOUNG,** *creative director, M. Belmont Ver Standig Inc. Washington, D.C.*

Rx for triple-spotting: imagination

Triple-spotting today . . . maybe *quadruple*-spotting tomorrow.

Multiple-spotting is growing by leaps and bounds and advertising men should be embarrassed to complain about it. Indeed, it should constitute heresy to complain about competition in a creative field.

Doesn't it sound strange to hear those who shout the loudest against "regulative interference" in advertising suggest that there should be some regulation of the ways the broadcasting industry isn't already regulated? I don't think television or radio stations need any further regulating, by edict or by advertiser-pressure.

While television and radio may be undernourished with entertainment and overfed with commercials in some instances, in my opinion these relatively infrequent instances shouldn't occupy the advertising industry's attention to the extent that it does—certainly not to the extent our own failures should occupy our attention.

What's Really Desired • Let's draw an analogy between programming and commercials. *Radio* long ago discovered that while folks *said* they wanted "live" shows, they would really rather hear Guy Lombardo's familiar records than listen to Lombardo or any other band in an indifferently produced show. Tv programming has gone to the West, just as radio went to the recording studio, because people there know how to produce entertainment that has continuity (a blessed word long missing from the world of show business).

Let the columnists decry the disappearance of bumbling, loosely-knit "live" tv shows . . . where Moe was Joe's guest one week and Joe was Moe's guest the following week . . . where audience patience and six figures of a client's money were widely separated by six minutes of a conga line in which nobody could dance the conga. One thing about Hollywood: when Mister Dillon shoots a sinner, the gunshot and the gun reach the eyes and ears simultaneously, which is generally more than could be said for many live productions.

Let those who will complain long and loudly about the 'injustice" of triple-spotting. Poorly produced, unimaginative commercials wouldn't be any better standing alone than were erratically produced shows.

In fact, it is possible that being "sandwiched in" between two good commercials may even win viewers for an advertiser's not-so-good slides. Just as newspapers and other print media don't produce ads for advertisers buying space, or sell a half-page with a guarantee of no other ads on the same page simply because the advertiser's agency doesn't use compelling copy, art and typography, neither is television going to be so "pressured."

Trend for the Better • To prove how wrong adversaries of triple-spotting can be, watch the current trend toward more and better advertising production. And in my opinion, good commercials aren't necessarily the costliest. It was no surprise to me that a west coast tv station planned a 30-minute show of "commercials only." A midwestern radio station aired a quarter hour "commercials only" program for years . . . with a waiting line of advertisers.

James W. Young is a North Carolinian who has devoted almost 25 of his 43 years to advertising. He has worked in sales, program direction and sports announcing for WWNC Asheville, N.C.; WIS Columbia, S.C.; WJHP Jacksonville, Fla.; WTMA Charleston, S.C., and WWDC Washington, D.C., where he met M. Belmont Ver Standig, then that station's sales chief. When Mr. Ver Standig established his agency in 1944, Mr. Young was second man through the door. In addition to his creative work, Mr. Young serves as the agency's copy chief and executive tv and radio producer for such clients as Wilkins Coffee and Hot Shoppes Inc. and supervises "muppet" commercials produced for clients of out-of-town agencies (BROADCAST ADVERTISING, Dec. 15, 1958).

I'm not surprised that our Wilkins Coffee "muppet" commercials attained record-setting ARB ratings and the demand that their schedules be published in newspapers never subsides. Yet these little 8-second "muppet" commercials are on the tail end of some of the worst spots you ever laid a bloodshot eye on. Furthermore, the station ID has to be hurled in on top of them.

Why do viewers in our area know our "muppets" as well as Marshall Dillon? They not only tickle the funnybone but give folks an emotional closeness to an advertiser who can laugh at himself. For example, one muppet points a cannon at the other and demands, "Okay buddy . . . whaddya think of *Wilkins* Coffee?" When he replies, "Never tasted it," he is boomed into eternity and the protagonist for Wilkins Coffee turns the cannon to the audience and asks patiently, "Now, what do *you* think of Wilkins Coffee?"

Sympathetic Identity • Again, when National Bohemian's empathy-provoking "little man" appears with an enormous necktie and says wistfully, "the taste . . . that's what you'll like about National Bohemian," and an off-stage voice challenges him with "where'd you get the *necktie*?", bringing the retort "The *sponsor* gave it to me," one realizes that the ad man's capacity for understanding people has finally been reawakened.

Bert and Harry tossing around everything on the subject of Piel's Beer . . . the Lestoil character saying "now, *this* is a dirt . . . I, *too*, was once a dirt"—this is imaginative, creative; this is advertising at its best.

"They don't *sell*," you say? Don't you bet on it! Look down the national and local ARB ratings at the most highly preferred radio and television commercials and try to find even one client who could be called a "village half-wit" saleswise.

It's not how *many* commercials that counts . . . but how *good*. Imagination —not regulation—should be advertising's prescription for the triple-spotting ailment.

It's not how many, but how good

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they buy, these Negroes listen—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!
Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

WDIA

50,000 Watts

AMERICA'S FOREMOST
ALL NEGRO STATION
Memphis

welcomes another

SONDERLING INDEPENDENT NEGRO STATION

SAN FRANCISCO—OAKLAND **KDIA**

(formerly KWBR)

The highest-powered, and ONLY Full-time Negro Program Station delivering a primary signal to each and every Negro Community in the 7 Bay Counties.

stars the *"FABULOUS FIVE"*

DON BARKSDALE	All-American and Olympic Basketball Star, the Bay Area's most popular Negro personality.
BOUNCIN' BILL	Effervescent, lovable, Rhythm and Blues expert, who has an uncanny ability to pick the music listeners prefer most.
SWINGIN' DEACON	The Bay Area's Greatest Disc Jockey, returning after an absence of 3 years to delight his audience with the antics they like so well.
JEANIE	Adorable, and gorgeous Mistress of Ceremonies of "Jeanie's Women's World."
TED BYRD	Beloved throughout the Bay Area for his inimitable manner of presenting spiritual and gospel programs.

THE GREATEST ARRAY OF NEGRO TALENT EVER PRESENTED IN THE WEST. PROGRAM ENTERTAINMENT TO CONFORM WITH 1959 DYNAMIC RADIO.

KDIA

OAKLAND
SAN FRANCISCO

guarantees

TOP NEGRO RATINGS
1st in the afternoon 1st
Perfect Coverage
Super Market Merchandising

EGMONT SONDERLING, President and General Manager—WALTER CONWAY, Manager

National Representatives
Bernard Howard & Co., New York • Chicago • Atlanta — B.N.B. Inc.-Time Sales, Los Angeles

SONDERLING STATIONS—WDIA, Memphis—WOPA, Chicago/Oak Park—KDIA, San Francisco/Oakland

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming . . . . Top facilities . . . .
Top personalities . . . . make the difference.

The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

*All figures NCS No. 2, weekly coverage

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

OPEN MIKE

Sec. 315 victory

EDITOR:

. . . The one journal in this business of broadcasting that led the attack on Sec. 315 [the political broadcasting law] is BROADCASTING. The industry can be thankful for its editor and his wisdom and leadership . . .

Frank Stanton
President, CBS Inc.
New York

'Middlemen in giveaways'

EDITOR:

We are interested in your article entitled "The busy middlemen in giveaways" in your Aug. 10 issue. We are developing a piece on the prize giveaway business from the public relations point of view. May we have your permission to quote from your article and also to reprint the list of prize collectors which appeared on page 34 . . . ?

Charles H. Prout
Editor and Publisher
PR Reporter
Evansville, Ind.

[EDITOR'S NOTE: Permission granted, providing material is not quoted out of context and full credit is given.]

'Payola' in the record business

EDITOR:

Congratulations. A well handled, beautifully written article on a most elusive problem (page 35, Aug. 31). Hope it helps to erase the stigma of "payola" from the broadcast industry.

Chuck Blore
Vice President and Program Director
KFWB Los Angeles

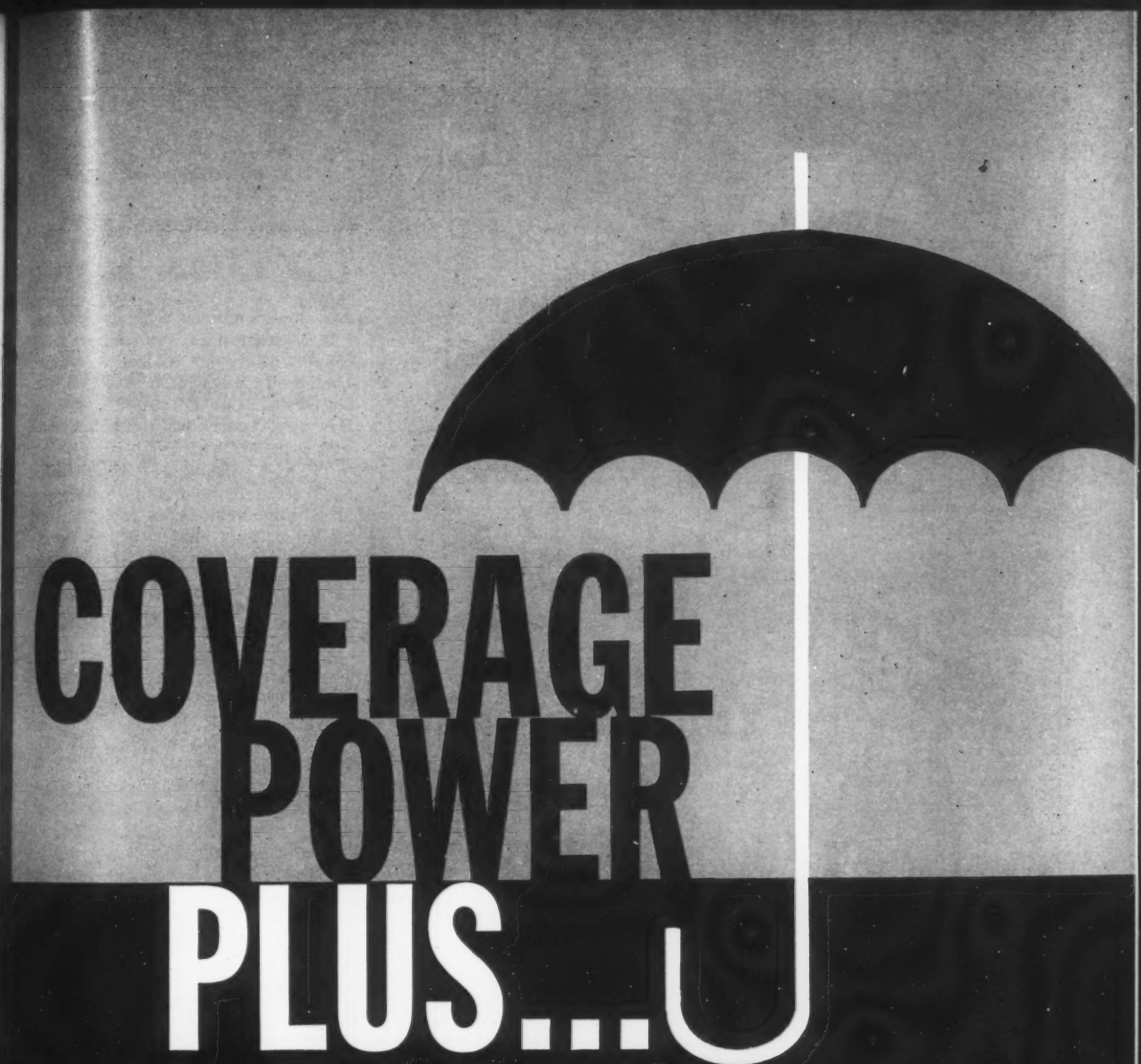
Must pay for records

EDITOR:

At my station, KENY, as well as other stations in the area, we have to pay the distributors and manufacturers to get music to promote for them. I have arranged to get some free releases —the incongruity is that the small companies are cheerful about sending us everything, but Columbia, RCA Victor, Capitol, Decca, Coral, MGM and Mercury, just to mention a few; the older, established companies, want us to pay for them.

Most of the stations in the large cities won't play anything new. A distributor in Seattle told me that. It has to be top 40. It's the grass roots stations that expose and start the ball rolling on most of the records. . .

I would like to see sufficient nationwide support of free records for every-



COVERAGE POWER PLUS...

Fact #1: WTOP is a 50,000 watt station.
Fact #2: WTOP has earned more quarter-hour wins than all the other stations combined in the Pulse 20-county study of the Greater Washington area.
Conclusion: the IMPORTANT station remains . . .

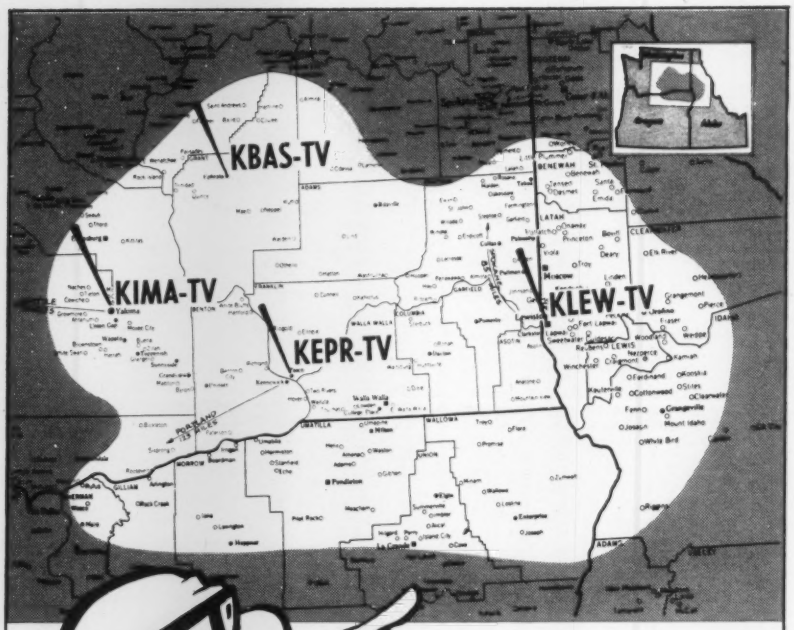
wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

Operated by THE WASHINGTON POST BROADCAST DIVISION

WTOP Radio, *Washington, D. C.* WTOP-TV *channel 9, Washington, D. C.* WJXT *channel 4, Jacksonville, Florida*



You darn right
It's big,
Smidley.

An' I'm not talking about square miles. Check the figures if you must, Smidley. You'll find there are more drug sales in the Cascade network market than Dayton, Ohio. More gas station sales than San Francisco. And on and on. Then, just remember, the Cascade four-station network alone reaches the entire market and that beats the daylight out of a four, three or even a two-station market.

CBS

NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

body. It would do the industry good.

Paul Schuett
Program Director
KENY Bellingham, Wash.

Radio, copy & retailers

EDITOR:

Back-to-back home runs! That's exactly how I'd term the score of your two most recent MONDAY MEMOS ("How often must you change radio copy?" by Joseph Stone, J. Walter Thompson Co., page 29, Aug. 31; "Retail dollars await the 'effective sell'" by David P. Thomas, Kal, Ehrlich & Merrick, page 23, Aug. 24).

The Casey Stengels of this business could certainly use more of these scores as effective radio sales tools in both landing accounts and sustaining the effectiveness of the account's message and impressions.

Carl Meyers
WGLI-WTFM (FM) Babylon, N.Y.

World wide exposure

EDITOR:

. . . As a result of an article in BROADCASTING Aug. 24 on Trand Assoc. and its five minute radio show *Celebrity Talk*, Armed Forces Press. Radio & Tv Service has asked to be put on the subscription list.

This means that in addition to the 279 stations already covered by this show, some 180 more stations on an international basis will be added.

Larry Penzell
519 Madison Ave.
New York

Small market radio impact

EDITOR:

I [wish] to compliment you and your staff for the well written, concise and accurate Pet Milk *Grand Ole Opry* story (page 46, Aug. 17). We feel that this reporting shows the value of the small market.

Edwin R. Peterson
Senior Vice President
Keystone Broadcasting System
Chicago

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

COMING THIS FALL...

UNITED AIR LINES BRINGS YOU THE WORLD'S NEWEST AND FINEST JET, THE DC-8 JET MAINLINER

THE FAMOUS RED CARPET* ROOM on United Air Lines new DC-8 runs the full width of the cabin—offers the relaxed comfort of a living room aloft. You'll find it a favorite gathering spot for jet age travelers.

COMFORT-CONTROL SEATS—lean back and your light leans with you. Cooling, ventilation, call button at your finger tips.

Newest, biggest, roomiest, quietest of all the jets. This is United Air Lines new DC-8 Jet Mainliner. Bigger than any other jet now flying or being built . . . roomier than any other jet with special comfort control seats . . . quieter than any other jet thanks to special soundproofing inside and out. United Air Lines took extra care to make this the best jet service for you—First Class or Custom Coach. Make your reservations now coast-to-coast. Call your travel agent or United Air Lines.

UNITED AIR LINES DC-8

JET MAINLINER, BY DOUGLAS

*Red Carpet is a service mark owned and used by United Air Lines, Inc.

EXTRA CARE HAS MADE IT THE BEST OF THE JETS

WAKR

Akron—Rubber Capital of the World.

Fred Albrecht, Pres. of Akron's largest food chain, discusses the next Acme Food store with Roger Hudson.

Dave Bell, District Manager for Peoples Service Drug Stores reviews Fall ad plans with Hudson.

WAKR DOMINATES AKRON

In Akron, WAKR is first by far. *First* in audience . . . in advertisers . . . in local appeal! WAKR's lead in Akron is so great that no other station even comes close. And, don't let anyone tell you that Cleveland stations influence Akron buyers . . . it just *ain't* so. The latest Hooper Index for Akron, April-May, 1959, shows that from 7 A.M. to 6 P.M., Monday through Friday WAKR has 55% coverage of the Akron market . . . more than all other Akron stations combined. To increase your sales in Akron, America's 44th market with an estimated population of 496,200, call your McGavren man for up-to-the-minute data.

On the spot telecast of the finalist for the All American Soap Box Derby.

FOR FACTS YOU CAN USE ABOUT AKRON

. . . ask the man who knows!

As a service to stations represented by Daren F. McGavren Co., a McGavren man visits each market and works at the station level in all phases of station operation, visiting retail stores . . . talking with wholesale distributors . . . Getting first-hand knowledge of local industries and studying market data in detail.

We feel that this is the *only* way to be sure that your Rep knows your local story as well as the rating picture. At the end of his "in the field" training the McGavren man prepares a full report on the market and your station. The report is sent to all McGavren offices *and* to all *Time buyers.*

Roger Hudson becomes local salesman for a week, and gets feel of WAKR impact in Akron.

Ken Keegan, V. P., Gen. Mgr. and Roger Hudson discuss local and national sales activity.

Staff meeting coordinating station operation with representative.

WAKR *represented nationally by*

DAREN F. McGAVREN CO., INC.

Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • SEATTLE • ST. LOUIS

. . . ask the man who knows!

GET UNDER THE SURFACE . . .

for market facts in the San Antonio area.

The cost per 1000 is lower on KONO radio . . . per 1000 men . . . per 1000 women . . . per 1000 families.

For facts and figures call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

KOBY

gets your sales figures UP ON THEIR TOES

(in San Francisco)

KOBY delivers the audience in San Francisco! So when you tell your story on KOBY, you give your products and services maximum sales push. KOBY listeners are a loyal audience—and they're in a buying mood. That's why sales soar when you buy KOBY!

LET PETRY put you on the KOBY bandwagon—the most effective vehicle for reaching more of the San Francisco market.

(Incidentally, when you're in Denver, stay at the Imperial Motel, 1728 Sherman downtown, convenient.)

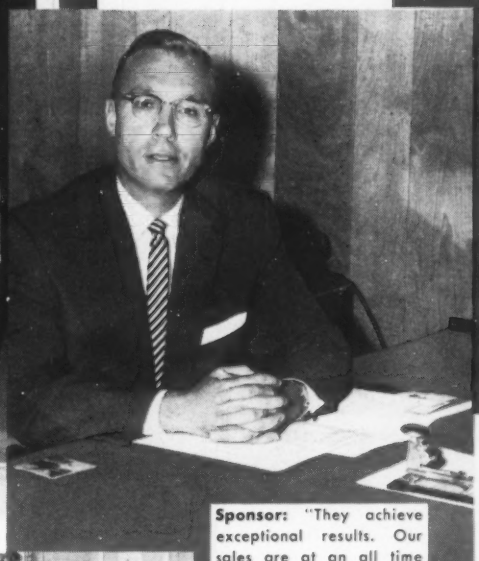
KOBY / 10,000 Watts in San Francisco

For *Greenville, Mississippi* — WGVM

MID-AMERICA BROADCASTING COMPANY

are these influential people talking about YOUR STATION?

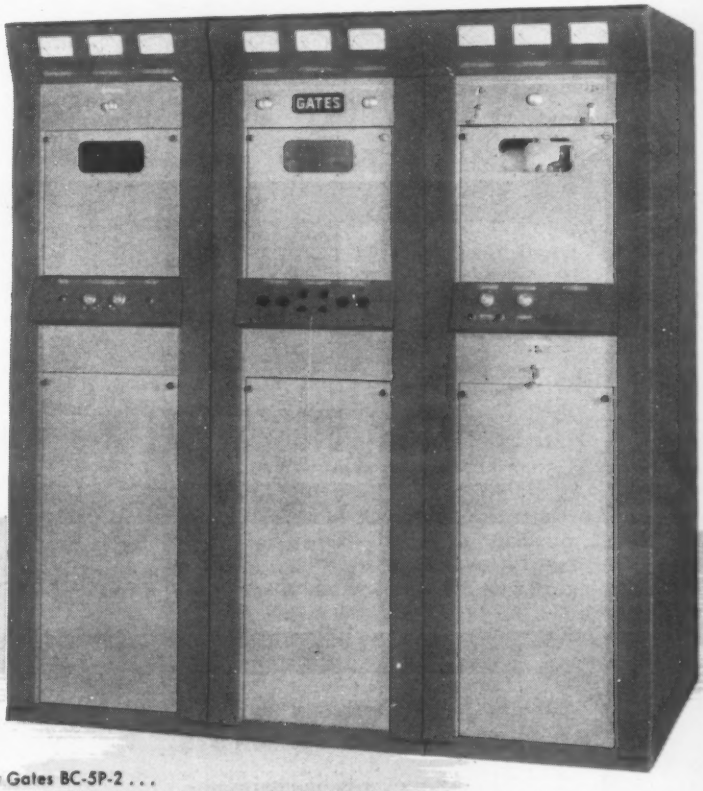
Agency man: "Definitely the number one station in the market by every measure."



Sponsor: "They achieve exceptional results. Our sales are at an all time high."

Housewife: "They certainly do sound good — I just never change dial positions."

Broadcasters know what it means to be called *"top rated"* — *"the station with the quality sound"* — *"highly dependable"* — *"a great sales stimulator."* So to achieve this ultimate in fidelity, reliability, and coverage, they turn to *Gates* . . . and in the 5 KW field, the Gates BC-5P-2 transmitter is by far their number one choice.*



Typical of a man who would not settle for anything but the finest is Mr. Marshall W. Rowland, president of the Rowland Broadcasting Company. Mr. Rowland purchased a Gates BC-5P-2, and his comments are valid testimony to the hundreds of Gates 5 KW AM transmitters in operation across the nation:

"As owner and manager of WQIK, I have never seen such enthusiasm as shown by my entire staff (including our engineer). The new sound, the quality, plus the coverage we are now getting with our new Gates equipment can be described in only one word. TREMENDOUS. Not one minute of air time has been lost by any of our new equipment. This, combined with the excellent tone quality we're now getting from our new Gates 5 KW transmitter really surpasses any of our expectations."

Let us tell you the complete story of the new Gates BC-5P-2 . . . truly a new distinction in AM broadcasting. Write today for detailed technical information . . . yours for the asking.

*Over 50% of all new 5 KW transmitters purchased since January 1, 1959 were manufactured by Gates. Statistics compiled through August 31, 1959, from 5 KW sales records maintained by Gates, which are assumed to be accurate.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

GATES

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

WRVA-RADIO...

Virginia's largest single advertising medium

CBS

BIGGEST SELLING VOICE* IN VIRGINIA

Whether you sell autos or weenies, ask your PGW Colonel for details on the terrific sales job being done for advertisers by the powerful *50,000 Watt Selling Voice of WRVA-RADIO . . . Virginia's largest single advertising medium.

WRVA-RADIO RICHMOND, VIRGINIA • NBC AFFILIATE

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

AT DEADLINE

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

Senate bill legalizes illegal tv boosters

FCC Thursday (Sept. 10) extended "grace" period for vhf boosters now operating without licenses to Dec. 31 on heels of Senate approval of bill to legalize existing illegal operations. Commission originally had ordered illegal operations to go dark by the end of this month but in last week's announcement FCC said it needs more time to study problems posed by proposals to license stations.

The Senate passed by voice vote late Sept. 9 S 1886 which would authorize FCC to license vhf boosters previously constructed without authorization. The bill, introduced by Sens. Frank Moss (D-Utah) and James Murray (D-Mont.), also authorizes the Commission to sanction operation of boosters without a licensed operator on duty at all times.

Actual language of S 1886 was supplied in the form of an amendment by the Senate Commerce Committee as a substitute for the original text. As introduced, the Moss-Murray measure would have required catv systems to get permission of a station before rebroadcasting its signal and to carry the programs of a local station.

These requirements were stricken from S 1886 and now are contained in a committee bill, S 2653, reported to the Senate floor last week. S 2653 also places catv systems under direct Commission regulation and defines them as broadcasting stations, not common carriers (BROADCASTING, Sept. 7).

FCC had recommended last April enactment of the provisions of S 1886. The bill now goes to the House, where similar measures are pending before the House Commerce Committee. Chairman Oren Harris (D-Ark.) said the committee has no plans to report the bill this session.

CBS gets licenses

Licenses of CBS-owned WBBM-AM-FM-TV Chicago were renewed Thursday (Sept. 10) by FCC without prejudice to such action as Commission may take on (1) conclusions and recommendations of Network Study Staff, (2) related studies and inquiries now being conducted and (3) pending antitrust matters.

Comr. Robert T. Bartley dissented. Still pending are license renewals of NBC-owned Chicago stations, WMAQ and WNBQ (TV) (CLOSED CIRCUIT, Aug. 3).

Still room on tv

Tv stations with availabilities on their hands and upset at reports of tv having been "sold out" for fall and winter got sympathetic statement Friday (Sept. 11) from Television Bureau of Advertising President Norman E. Cash. Number of spot tv availabilities existed as of week of Sept. 6 despite reports at that time of all-time record business signed by stations for upcoming season, said Mr. Cash who canvassed 27 key stations. He counted these availabilities: 180 20-second spots, 291 10-second spots and 69 one-minutes. He said spot periods also are available in "good number" in daytime hours.

House subcommittee may air DBA plea

FCC Chairman John Doerfer was called to Capitol Hill last week to discuss in executive session the plight of daytime stations with the House Commerce Communications Subcommittee. Indications are that that body will hold public hearings sometime next year.

Petitions by the Daytime Broadcasters Assn. for longer winter hours (6 a.m. to 6 p.m.) have been turned down twice by FCC with the latest refusal coming early in July (BROADCASTING, July 13). DBA took its case to a Senate Foreign Relations Subcommittee and was successful in getting a postponement in ratification of the Mexican broadcasting agreement, which would foreclose the daytimers' hopes (BROADCASTING, Aug. 31).

Comr. Doerfer appeared before the congressmen with charts showing why FCC thinks it cannot grant the daytimers' request because of nighttime interference. However, a subcommittee spokesman said that so many station operators have complained to members of Congress that the subcommittee feels a hearing should be scheduled to explore all possibilities.

Two bills are pending before the subcommittee, headed by Rep. Oren Harris (D-Ark.), which would authorize daytime stations to operate from local sunrise to sunset or from 6 a.m. to 6 p.m., whichever is longer. They are HR 6676, introduced by Rep. George Shipley (D-Ill.), and HR 6868 by Rep. Morgan Moulder (D-Mo.).

Stripped of teasers

FCC Thursday (Sept. 10) denied request of NAB that stations be permitted to conduct "teaser" advertising campaigns without identifying sponsor each time. Commission said such advertising would be inconsistent with Sec. 317 of Communications Act which states:

"All matter broadcast by any radio station for which service, money or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

NAB pleaded that effectiveness of such ads are destroyed by sponsor identification and that teasers are "designed merely to stimulate interest in future announcements" which do identify product or sponsor (BROADCASTING, May 25).

WDOT, KFHA sold

Station sales reported Thursday:

WDOT Burlington, Vt. • Sold by Val Carter and associates to Fortune Pope and others for $140,000. Mr. Pope owns WHOM-AM-FM New York and publishes *Il Progresso Italio Americano*. WDOT is on 1400 kc with 250 w. Sale was handled by Blackburn & Co.

KFHA Tacoma, Wash. • Sold by Adlai C. Ferguson Jr. and Robert E. Hall to KFHA Inc. (Paul R. Smith, 61%, president; William A. Searle, 19.2%, and two others) for $100,000. Mr. Smith is vice chairman of Fletcher, Richards, Calkins & Holden Inc., New York agency. Mr. Searle is general manager of KGLC Miami, Okla. Robert Smith, brother of Paul Smith, will manage KFHA under new ownership. Station is 1 kw daytimer on 1480 kc. Jack L. Stoll & Assoc. was broker.

Agency name change

Change in name of Mogul, Lewin, Williams & Saylor Inc., New York, to Mogul, Williams & Saylor Inc. is being announced today (Sept. 14) by Emil Mogul, president and chief executive officer of agency. A.W. Lewin, who had been board chairman, left company several months ago.

AT DEADLINE CONTINUED

NAEB SHOOTS HIGH

Tv educators discuss future requirements

Members of the National Assn. of Educational Broadcasters, meeting in Washington last week, discussed existing and projected state and regional radio and tv networks in terms of their usefulness to meet the educational requirements of the ever-expanding number of school-age children.

Although the educators were worried, as always, about money to advance their educational broadcasting projects, they were full of plans about how they will use $2.7 million worth of Ampex video tape recorders to supplement existing and planned networks. Several machines have been delivered of the 50 donated by the Ford Foundation and all 44 existing educational tv outlets are expected to have them by the end of the year.

NAEB conferees heard from Hartford Gunn Jr., WGBH-FM-TV Boston, how the first interstate, interconnected (two-station, off-air) tv network is operating between Boston and Durham, N.H. (WENH-TV). A regional, four-station educational fm network also is in operation in the Northeast, with three more stations planned.

Philip Coombs, Fund for Advancement of Education, discussed the fund's preliminary studies on how to make more tv signals available to a given area so more televised courses may be transmitted simultaneously.

Revive 'Airborne Tv' • Among possibilities being considered to overcome the spectrum shortage in a given area, he said, are (1) "airborne tv"—an airplane receiving as many as six uhf signals while in flight and rebroadcasting them, because of its height, to a radius of 150 to 200 miles; (2) narrow band transmission.

There were several reports on existing state radio and tv networks with plans envisioning multi-state educational tv networks.

Reporting on their respective states were Dr. Kenneth Christiansen, tv director, U. of Florida; Raymond D. Hurlbert, general manager, Alabama Educational Tv Commission; Richard B. Hull, Ohio State U. radio-tv director, and William G. Harley on Wisconsin's educational fm radio network.

Discussing plans for educational tv regional networks were William Bowden, tv coordinator, Southern Regional Education Board (Florida, Georgia, Alabama); Loren B. Stone, manager of the U. of Washington's (KCTS (TV) Seattle, on the West; Jack McBride, NAEB vice president, on Midwest tv; Lawrence Frymire, manager, Michigan State U.'s WKAR-AM-FM East Lansing, on Midwest radio; Dr. John Schwarzwalder, director, Twin City Area Educational Tv Corp., U. of Minnesota, on a planned six-state, 10-station educational tv hookup.

The NAEB conference opened Wednesday (Sept. 9) with a welcome from Arthur S. Flemming, secretary of Health, Education & Welfare.

NAEB members discussed the problems of the increasing number of education-age children, how to raise more funds, costs of equipment and broadcast operations, and how to improve educational broadcasting by use of video tape, fm off-air relays, tv microwave, satellites and translators, closed circuit tv and community antenna systems. The sessions ran through Friday noon (Sept. 11).

'Went that-a-way'

Commercial television programmers in Britain have announced they will drop all westerns from their schedules on general election day, Oct. 8. "We don't want to keep voters from going to the polls," a spokesman said Thursday.

Virginia firm buys Jansky & Bailey Inc.

Acquisition of the Washington consulting engineering firm of Jansky & Bailey Inc. by Atlantic Research Corp., Alexandria, Va., was announced Thursday. Price was undisclosed, but it is understood the transaction was multi-million dollar deal.

Atlantic Research is fast-growing research and development company specializing in space and astronautics programs, with emphasis on development of solid propellants fuels for rocket power. Company is headed by Dr. Arch Scurlock. Dr. Arthur W. Sloan is the second man in the organization.

Transaction was through General Communication Co., Boston, which in 1955 bought the radio-tv and communications engineering firm. Atlantic Research also acquired 16% of General Communication stock, with options permitting it to acquire more than 25% in five year's time.

Key personnel of Jansky & Bailey, including founders C. M. Jansky and Stuart L. Bailey, will remain. They are also acquiring stock interests in Atlantic Research. Jansky & Bailey was founded in 1930. Personnel now numbers more than 120. Current operations are at an annual rate of approximately $1.5 million.

ARC's annual business currently is in excess of $10 million. The company employs over 650 people and in recent months acquired the Prewitt Aircraft Co. in Philadelphia and the A. M. Martin Co. in Los Angeles.

RTNDA considers Canadian affiliate

A movement for establishment of a Canadian newsmen's organization as an affiliate of the Radio-Tv News Directors Assn. will receive consideration at the latter's 14th International Convention in New Orleans Oct. 14-17.

Recommendations of a three-man steering group, set up at a meeting of Ontario and Eastern Quebec news editors last June 3, have been submitted to Canadian newsmen and will be explored at a meeting during the RTNDA parley. Key member of the group is Hugh Brenner, CFPL London, Ont.

Consensus of many Canadian newsmen is that the U.S.-dominated RTNDA "leaves something to be desired," in terms of serving Canadian interests. According to Mr. Brenner, Canadian news directors desire their own organization, as a separate autonomous RTNDA affiliate, for meeting such key issues as freedom of information and equal news access (Canon 35) as may arise. He stressed it would continue to work closely with, and Canadian newsmen would retain individual memberships in, the U.S. organization, which claims about 50 on its rolls.

Already set for the RTNDA convention are radio and tv workshops, including telecast of a mock trial in a Louisiana civil court, along with presentation of the annual awards (BROADCASTING, Aug. 3). Among scheduled speakers at the parley, to be held at the St. Charles Hotel, are FCC Chairman John C. Doerfer on Broadcast news and Rep. John E. Moss (D-Calif.) on Freedom of Information. Prof. Baskett Mosse, Northwestern U.'s Medill School of Journalism, has reported a five-fold increase in the number entries submitted for the N.U. - administered RTNDA awards competition.

Among highlights of the Oct. 15 session are a scheduled report by John F. Lewis, WBAL Baltimore, from re-

sults of a survey on "The Extent of RTNDA's freedom of information committee"; Art Barnes, U. of Iowa, on results of a survey on "The Extent of News Suppression" at state, county and municipal levels in Iowa; and keynote speech by Tom Eaton, WTIC Hartford.

Sarnoff to keynote BPA convention

Robert Sarnoff, NBC board chairman, will deliver keynote speech at opening day luncheon of Broadcaster's Promotion Assn. convention in Philadelphia Nov. 2-4, it was announced Sept. 10 by Charles A. Wilson, sales promotion and advertising manager of WGN-AM-TV Chicago and BPA president.

Other plans for fourth annual conclave at Warwick Hotel are nearing completion under convention program chairmanship of James M. Kiss, WPEN Philadelphia. Other opening day speakers: Wrede Petersmeyer, president, Corinthian Broadcasting Corp. Stations ("Relating Promotion and Public Service"); Frank Shakespeare, general manager, WCBS-TV New York ("How to Win Awards"); Max Buck, manager, WRCA-TV New York, and Emil Mogul, president, Mogul, Williams & Saylor ("How to Manage the Merchandising Maelstrom"); R. C. (Jake) Embry, vice president, WITH Baltimore ("How to Create a Station Image"); Henry J. Kaufman, president, Henry J. Kaufman Assoc., and David Kimble, account executive, Grey Adv. Agency ("How to Make Trade Ads Pay Off").

Channel changes proposed by FCC

Allocations matters announced by FCC Thursday:

• Proposed to assign ch. 3 to Corpus Christi, Tex., in addition to present chs. 6 [KRIS-TV], 10 [KZTV (TV)], 22 [KVDO-TV], *16 and 43.

• Proposed to add uhf channels for educational use in Alabama as follows —Andalusia, change ch. 29 to *29 (in addition to present reserved ch. 2 there); Birmingham, change ch. 48 to *48 (in addition to present reserved ch. 10 there); Clanton, substitute ch. 14 for present ch. 77; Demopolis, change ch. 18 to *18; Dothan, change ch. 19 to *19; Florence, add reserved ch. 21 (from Gadsden); Munford, add reserved ch. 24 (plus reserved ch. 7 there now); Opelika, change ch. 22 to *22; Skylacauga, add reserved ch. 15 and delete present ch. 24; Tuscaloosa, add reserved ch. 14.

• Dismissed petitions by Fisher Broadcasting Co. and Tribune Publishing Co. to limit the use of ch. 3 in Salem, Ore. Both petitioners are competing applicants for ch. 2 in Portland, Ore.

• Denied petition by ch. 12 KTVH (TV) Hutchinson, Kan., to shift ch. 12 to Wichita, Kan.

Sen. McCarthy hits program cancellation

Sen. Eugene J. McCarthy (D-Minn.) took floor of Senate Thursday (Sept. 10) to protest plans of WMAL-TV Washington to drop Sunday afternoon *Celebrity Parade* in favor of "a day-old football game." WMAL-TV will cancel five-year-old program, featuring Joseph McCaffery interviewing prominent guests, Sept. 27 in favor of videotaped play-by-play of Saturday afternoon football.

"Steps should and must be taken to assure that our broadcast media exercise in full that responsibility to serve the public interest, a responsibility they incur when they are licensed to broadcast," Sen. McCarthy said. He maintained he was not advocating program censorship, but that when a station license renewal comes up, the FCC should raise the question "of whether a station actually is operating in the public interest."

Previously, Sen. Mike Mansfield (D-Mont.) had praised Mr. McCaffery and *Celebrity Parade* in decrying fact show was being dropped. Sen. Mansfield noted show is one of most popular among lawmakers and that over 40 members of present Senate had been interviewed by Mr. McCaffery. Program is sponsored by Retail Clerks International Assn.

FCC log week

Composite week for stations whose licenses expire in 1960 and who must file program log analyses in connection with renewal and other applications announced Thursday by FCC. All dates are 1959 except Sunday, which is 1958. Dates are: Monday, Feb. 2; Tuesday, March 10; Wednesday, April 29; Thursday, May 21; Friday, July 17; Saturday, Sept. 5; Sunday, Dec. 14, 1958.

Option 'straddle' endorsed by SRA

Stick with your "straddle" proposals, Station Representatives Assn. told FCC Thursday in filing reply comments in Commission's proposed ruling which would cut back option time to 2½ hours and would count any network program which begins in option time and extends beyond (or vice versa) as all option time.

Reply comments to FCC's proposals are due tomorrow. Comments were filed July 30.

SRA said its response was based on comments filed by networks and affiliates regarding straddle time proposals. Gist of SRA point is that station has no alternative in selling uncalled op-

Army declares 'war' on KSAY

The U.S. Army declared "war" on a radio station last week. At issue are "hot" cranes.

Judge Advocate General of the Army on Thursday filed petition with FCC asking that license of KSAY San Francisco not be renewed. Formal request asks that a hearing be held to force the Grant Wrathall-owned station to do something to relieve a technical problem at Oakland Army Terminal.

It seems that KSAY's antenna array is near enough to the Army depot so that when giant cranes are in certain positions they become "hot" through induced electrical current. This has been happening since the 10 kw daytimer KSAY went on the air (on 1010 kc) early in 1958.

The situation became so dangerous, said the Army, that it ordered the cranes not to be used in daylight hours while KSAY was operating. The Army called attention to the potential dangers to loading personnel, as well as to the handling of explosives.

Correspondence between FCC and the Army indicated that the Commission feels it can do nothing about the matter, since KSAY is operating according to proper FCC authority. At one point the FCC suggested that private litigation might be the answer.

Mr. Wrathall, formerly a radio consulting engineer who has been in broadcast ownership for the last decade, received the grant for KSAY in 1957.

tion time because it can be recaptured by network on 56 days notice. Therefore in essence, organization pointed out, where this time is at tail-end of option time—or just before beginning of option time—this means stations are barred in actual practice from selling this time to local or non-network sponsor or for non-network program.

Pet foods makers urged to use radio

The inherent waste in pet food advertising today can be eliminated by greater use of radio in order to reach the actual prospects—pet owners—with brand advertising, said Robert Alter, manager of sales administration, Radio Advertising Bureau Inc., in his address Thursday (Sept. 10) before the Pet Food Institute meeting in the Drake Hotel, Chicago.

Although the pet food industry's sales will total some $350 million in 1959, Mr. Alter stated, surveys show only 41% of U.S. homes own dogs and only 29% own cats, making it difficult to target brand messages. A pet foods radio campaign can be pre-checked to reveal with accuracy the percentage of actual buyers of pet foods that radio can reach within given time periods, he said.

Pet food advertising, the RAB executive declared, must be carried by a medium that is functional in three ways: (1) by market area; the growth of the pet population is directly proportionate to the growth in suburban areas where home ownership is highest. (2) By purchaser, pointing out that 80% of pet food purchases are made by women and that radio reaches them during the crucial hours before they buy. (3) By creative approach, which Mr. Alter demonstrated with a series of taped examples of outstanding pet food radio commercials.

Wine 'idea' drive

Backed by largest fall and holiday advertising and promotion budget in its history, Manischewitz Wine Co., through Lawrence C. Gumbinner Adv., New York, has mapped out intensive campaign to start in October in television, radio and print. Ad theme centering on promotion of new wine drink ideas—"in a wine glass . . . on-the-rocks . . . in a highball"—is expected to win new wine users. Saturation spot tv drive will be launched in some 60 markets. Saturation radio spots will enter 25-30 markets. All spots tie into copy theme to be carried in series of four full-page color ads in *Life* magazine. Campaign details were revealed Sept. 10 at news preview of color film to be shown to distributor and trade groups throughout U.S.

• Business briefly

Candy campaign • Peter Paul Inc. (Peter Paul Mounds), Naugatuck, Conn., is reported to be launching spot tv campaign in undetermined number of northern and southern markets end of September using minute participations in children's programs. Agency: Dancer-Fitzgerald-Sample, N.Y.

On the bandstand • New advertisers signing sponsorship of Dick Clark's *American Bandstand* on ABC-TV (Mon.-Fri., 4-5:30 p.m. EDT) include following: Best Foods Div. of Corn Products Inc. for Nucoa margarine starting Oct. 12 through Dancer-Fitzgerald-Sample; starting same day, Speidel Co. via Norman, Craig & Kummel for watchbands, men's jewelry and bracelets; Philco Corp., through BBDO, starting Nov. 18 for radios and phonographs; Seven-Up Co. starting Nov. 20 through J. Walter Thompson Co. and Plough Inc. starting May 19, 1960, through Lake-Spiro-Shurman Inc., Memphis, Tenn., for Coppertone sun tan products, Mexsana Powder and Solarcaine.

Tennis, anyone? • Union Oil Co., L.A., through Erwin Wasey, Ruthrauff & Ryan will sponsor broadcast of 33rd annual Pacific Southwest Tennis Tournament on 22-station regional tv hookup, 3-4:30 p.m. Sept. 20 and 4-6:30 p.m. Sept. 27.

Aluminum spots • Young & Rubicam, San Francisco, has engaged Freberg Ltd., L.A., to create two one-minute and two 30-second tv commercials for Kaiser Aluminum Foil for use on *Maverick* starting with its Oct. 18 broadcast on ABC-TV, Sun. 7:30-8:30 p.m. Additional campaign to start Feb. 1, 1960, calls for three one-minute tv spots plus six one-minute radio spots to be used in key metropolitan areas.

Noxzema in twelve • Noxzema Chemical Co. (skin cream and lotion), Baltimore, breaks with spot tv campaign in 12 major markets using 5-10 spots per week starting Sept. 21. Drive will run 10-13 weeks. Sullivan, Stauffer, Colwell & Bayles, N.Y., is agency.

Coty campaign • Coty Inc., N.Y., for its lipstick is starting spot tv drive that will cover 20 major selected markets cross-country with about 15 spots per week and will run from four to five weeks starting Oct. 1. Agency: BBDO, N.Y.

Socony buying spot tv • Socony Mobil Oil Co., N.Y., has set spot tv campaign in about 50 markets starting Oct. 1, using prime time station break announcements. Agency: Compton Adv., N.Y.

WEEK'S HEADLINERS

MR. BARON

AMOS T. BARON, general sales manager of KCOP(TV) Los Angeles, appointed director of sales for television of Broadcast Div. of Nafi Corp. He will continue in his KCOP post in addition to his new duties. Mr. Baron was previously general manager of KABC Los Angeles. AL BROWDY, chief engineer of KCOP, named director of engineering and industrial relations for both radio and tv of Nafi's Broadcast Div. DAN MILLER, account executive with KCOP promoted to local sales manager succeeding JOHN S. HANSEN, appointed general manager KPTV(TV) Portland, Ore. (WEEK'S HEADLINERS, Sept. 7). Nafi Corp. is licensee of KPTV and awaiting FCC approval of transfer of KCOP and radio station KOBY San Francisco.

MR. KRAFVE

RICHARD E. KRAFVE, group vp—commercial, of Raytheon Co., Waltham, Mass., elected executive vp. Under company's organization plan, Mr. Krafve joins President Charles F. Adams and Senior VP Percy L. Spencer to make up three-man Office of the President. He joined Raytheon in March of this year, was previously vp of Ford Motor Co., Dearborn, Mich. Prior to that he had served in various executive posts with Ford, helping to decentralize company's manufacturing and directing defense operations.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

RESULT: more sales-power per dollar

GABRIEL DYPE *has charge of Blair-TV's Detroit office—one of ten offices providing fast, efficient service to Advertising throughout the United States.*

Most motormakers feel Television was born for their special benefit. And with good reason... for nothing else matches Television's dramatic power to present beauty in motion.

Along with heavy network investments, Detroit makes effective use of Spot Television to focus selling power on especially responsive markets. Their decisions in placing spot demand up-to-the-minute data on markets and stations — data instantly available through Blair-TV's Detroit office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha-Council Bluffs
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

W·I·T·H SELLS YOUR PRODUCT ON THE AIR AND IN THE STORES!

You get the selling power of Baltimore's liveliest, most intimate station . . . plus the selling power of the nation's greatest merchandising station. Write, phone or wire for details on these sales-proven merchandising plans:

• FEATURE FOODS • SPOTLIGHT DRUGS
• COMMUNITY CLUB AWARDS • CHAIN STORE PLANS

THE COMPLETE SELL . . . ONLY ON

WITH

Radio Baltimore

Tom Tinsley, *President* — R. C. Embry, *Vice President*

National Representatives: Select Station Representatives *in New York, Boston, Philadelphia, Baltimore, Washington;* Clarke Brown Co. *in Dallas, Houston, Denver, Atlanta, New Orleans;* Daren F. McGavren Co. *in Chicago, St. Louis, Detroit and on West Coast*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Vol. 57 No. 11

SWING TO DAYTIME TV BUYING?

Growing bullishness at BBDO is leading clients to day schedules

An intense, continuing study of daytime network television has been under way at BBDO for several months. It has already resulted in an expansion of daytime investments by some of the agency's clients.

The growing interest of BBDO in daytime network tv is considered significant. The agency was fourth among all agencies in broadcast billings last year. It placed $73 million in television, two-thirds of it in network.

A two-fold reasoning is behind the BBDO-inspired-and-conducted analyses of network daytime tv: (1) the agency's management thinks there may be opportunity for its clients in the medium because of the flexibility of buying daytime schedules and (2) clients can be brought into tv for the first time through this avenue, or if already in nighttime, they can be encouraged to supplement or augment with daytime sponsorships.

Already, BBDO's efforts are bearing fruit. Philco Corp. has bought into the afternoon *American Bandstand* (Dick Clark Show) on ABC-TV. At an estimated $85,000 cost, Philco will promote record players and transistor radios to the teen-age audience. This purchase, through BBDO for Philco's Radio and Phonograph Division, is short-term and seasonable (six quarter hours).

The Philco buy runs from mid-November through Christmas, a first result of BBDO's newly-instituted method of compiling details on daytime tv and circulating the information to its key executives.

Reasons for Study • Why get up a head of steam on this subject? "The [advertising] business has become so big, so complex and involved, that it is necessary to keep account men appraised on developments," explains William J. Hoffmann, who supervises the daytime network tv operation at BBDO. He also is the agency's director of network radio.

It is Mr. Hoffmann's job to keep abreast of the medium and turn out reports to agency account or media people, as well as, when requested, to provide a fill-in for client and agency executives, acting as a liaison between

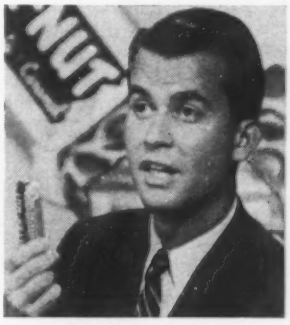
How BBDO rates networks • Here's a brief, generalized evaluation of each television network's daytime status as presented in BBDO reports and in subsequent interviews at the agency:

• ABC-TV: Does not "at least now" compare in ratings or share of audience with the other two networks but it's coming up fast. Cited: re-runs of nighttime shows like *Restless Gun, Gale Storm Show, Bob Cummings Show*. The network offers franchises, low prices, but these "will go up soon." In audience participation programs, ABC-TV delivers "between 1 and 2 million homes, depending on the program." Its *American Bandstand* featuring Dick Clark (see picture) delivers a teen-age audience almost equal that of the average nighttime program "but at a fraction of the cost."

• CBS-TV: Is nearly sold out in daytime for fall. But *On the Go* and several other shows are available for periods shorter than the usual 13-week minimum. Network is strong in daytime dramatic serials in the afternoon, "delivering approximately 3-4 million homes per broadcast, depending on the show." BBDO calls attention to the *Woman* daytime specials, the next of which, "Is the American Woman Losing Her Femininity?", is set for Sept. 17, 2-3 p.m., with Esther Williams (see picture) as hostess.

• NBC-TV: Is strong in morning "game" shows, some of which reach as many as 3.8 million homes. Morning bloc is built around programs like *The Price Is Right* featuring Bill Cullen (see picture). NBC-TV has some problems in the afternoon, but that schedule should be strengthened by such new offerings as *Split Personality* and *House on High Street*.

All three networks offer attractive daytime rates and flexibility, in the view of BBDO. These can be used to advantage for advertisers with several different kinds of problems—to supplement nighttime exposure, to reach the specialized daytime audience, to break into tv when nighttime costs are beyond the advertiser's means.



ABC-TV's DICK CLARK

NBC-TV's BILL CULLEN

CBS-TV's ESTHER WILLIAMS

account executive and media buyers.

When should the advertiser consider daytime network tv? BBDO is aware that there can be any number of reasons but the agency, nevertheless, finds a pattern.

BBDO's reports emphasize that daytime network tv is ripe for the picking for an advertiser who seeks any of the following: young housewives, large families, an extension of a nighttime tv effort, network frequency in television that's perhaps prohibitive in the nighttime, as additional tv advertising in between occasional evening specials or as messages for women as against the mixed audience.

As Mr. Hoffman explains, daytime tv is a selective medium appealing to the adult female in the home. It should hold an attraction for the advertiser who seeks those women who are influential in either buying or in using the product. This objective contrasts with the nighttime buy seeking both men and women, a massive audience or a buy in the terms of prestige, with consumer and with dealer.

What Daytime Has • BBDO is painting this broad picture of the medium: for the advertiser primarily interested in reaching women audiences, daytime network tv offers "an excellent variety of efficient, relatively low cost opportunities." The average daytime tv show audience has approximately 65% "adult females" while large and young families account for the heaviest viewing. (Nielsen, says BBDO, indicates 25% of the average daytime audience falls within the 16-34 year-old age bracket, of which 87.2% watch an average of more than 12 hours weekly).

The programming appeal, continues the agency, is to women, citing the preponderance of programs in the audience participation, game, dramatic serial and personality categories along with a new trend to re-runs of former network nighttime hits.

BBDO is telling its clients that even the nighttime tv advertiser can use network tv in the daytime hours with success. For example, it's a vehicle to supplement and carry over the popularity of a nighttime special. Daytime advertising can remind the audience of both the product and the program special and it can take advantage of frequency.

An advertiser usually schedules a nighttime special at a peak advertising period, often as a focal point of a tied-in advertising, merchandising or promotional push. If the advertiser spreads his specials, promotional tv peaks are created over the period of a year. Daytime can move in to fill up the gaps by reminding viewers of the product and of the advertiser's shows.

Case History • BBDO client E. I. du Pont de Nemours & Co. illustrates the theory in practice. The company sponsors *Show of the Month* on CBS-TV in prime evening time and in daytime sustains its advertising impact on the strength of seasonal demands for products marketed by its various divisions. (For example, its men's and women's wear division during the Easter season will participate in *American Bandstand* on ABC-TV and *Today* on NBC-TV.)

A nighttime advertiser sponsoring a program on an alternate 26-week basis over 52 weeks might similarly contract on the same network in the daytime hours thus earning a full 52-week discount of about 10% on both schedules. Consequently, this discounting brings down the cost for both the nighttime and daytime sponsorship.

BBDO's clients already engaged in this procedure include U.S. Steel and Lever Bros. Armstrong Cork Co., which has the 26-week *Circle Theatre* on CBS-TV nights, reportedly may follow suit. Another BBDO client in daytime network tv is General Mills and Minnesota Mining & Mfg. Co. is expected to follow.

Series of Reports • Over a few months, starting in June, Mr. Hoffmann's office has issued several "white papers" which are usable as a springboard toward further evaluation. Among the subjects covered: Participations, personality shows, promotion and merchandising of specials, daytime specials, short-term opportunities and the teen-age audience (via *American Bandstand*).

Daytime tv specialist • William L. Hoffmann has been assigned by BBDO to the specialized study of daytime network television. He has been on the assignment since June, has already issued a number of special reports which are being used by the agency and its clients.

These periodic bulletins supplement a first report, issued within the agency as a memo last June 15, on the status of the medium.

The tv medium has matured, Mr. Hoffmann observes. "It has adopted flexibility," that is "loosened up" for those advertisers who want to buy tv on a short-term basis or at low cost.

Essentially, BBDO explains, daytime tv rates of CBS-TV and NBC-TV are 50% of the nighttime hourly rate. Each daytime quarter hour is at 40% of the hourly daytime rate, with each added quarter hour sponsored thereafter coming to about 20% of the daytime hourly rate. On ABC-TV (where "Operation Daybreak" still is in effect), the rate is about $7,200 for time and talent per quarter hour compared with the one-time gross $27,000 per quarter-hour rate on CBS-TV and NBC-TV (though if bought along with a nighttime schedule, the quarter hour on these two networks reduces to about $15-16,000 in time and talent).

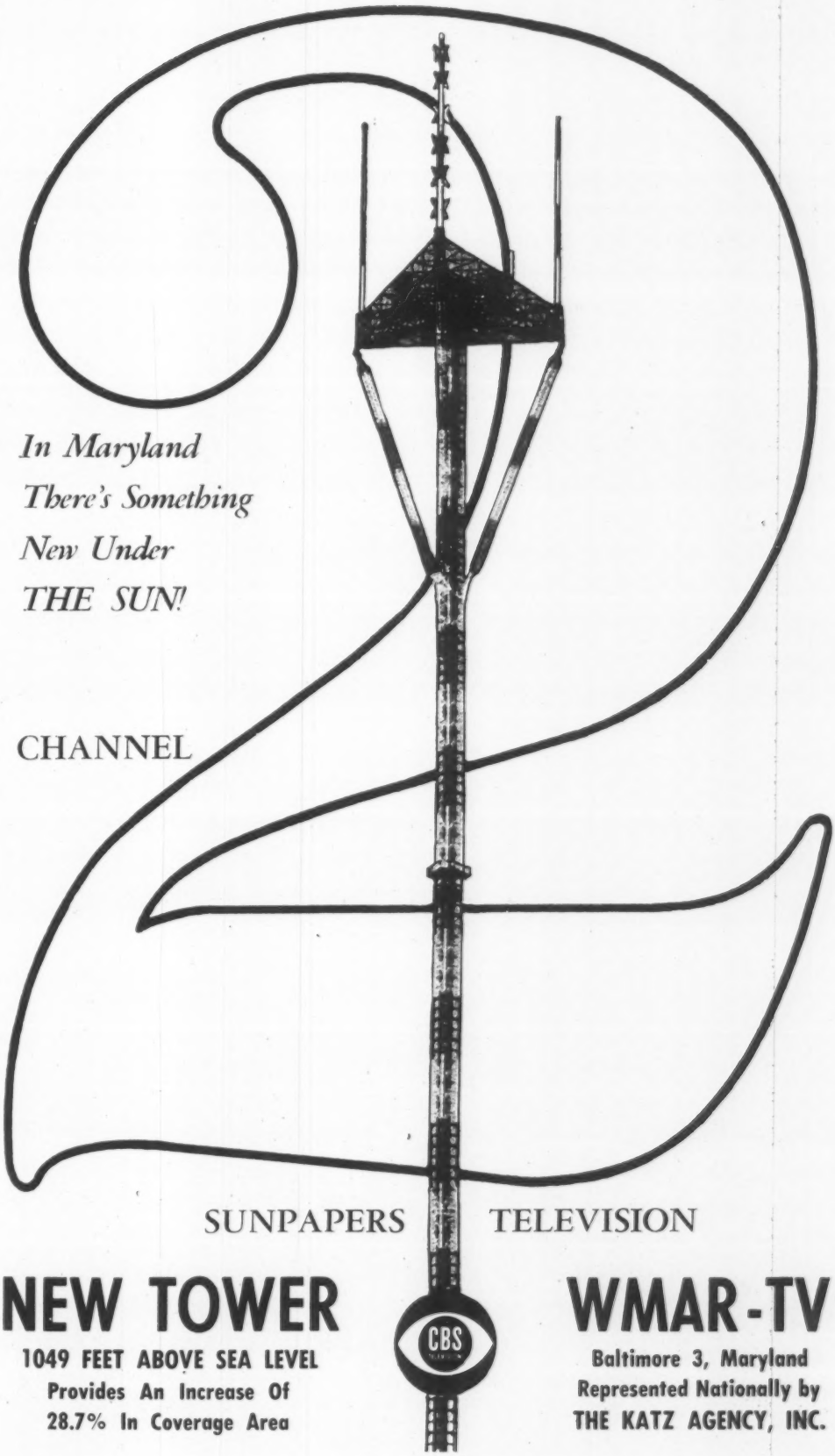
Individual Care • Mr. Hoffmann stresses, however, that daytime sponsorship is not, and should not, be a "blind entry." Shows are evaluated for the client with the product to be advertised in mind. The audience that the show will attract also is studied. Usually, the agency seeks compatibility of product with show and it may be that personal selling becomes a factor.

In the final analysis, it's the client's objective that counts. Does he want to "reach heads" in the daytime hours and thus go for the highest-rated show, or does he want something else that is not so strong on ratings but aimed for a particular audience.

Exploring prices still further, BBDO in a summary of only a few weeks ago again found a welcome sign for the short-term advertiser. It's "sometimes possible," BBDO notes, to buy quarter hour schedules on all three tv networks for less than 13 weeks.

As examples: ABC-TV offer of a single quarter hour (3 minutes commercial time) at $9,743, a price that plummets to $7,219 for each quarter hour when seven or more quarter-hour periods are purchased.

CBS-TV has Jack Linkletter's *On The Go* program currently available without talent cost for 26 weeks at a cost per commercial minute of less than $4,400. Mentioned similarly are NBC-TV's offerings on a less than 13-week rate. (Also see how BBDO summarizes the general status of daytime tv at each of the three networks in report on preceding page.)


In Maryland
There's Something
New Under
THE SUN!
CHANNEL
2
SUNPAPERS
TELEVISION
NEW TOWER
1049 FEET ABOVE SEA LEVEL
Provides An Increase Of
28.7% In Coverage Area
CBS
WMAR-TV
Baltimore 3, Maryland
Represented Nationally by
THE KATZ AGENCY, INC.

SINGING SALESMEN

Teen vocalists sell National Shoes

Ever hear of Jeannie Thomas, Dick Roman, Laurie Loman or Tommy Mara? If not, your teen-age daughter and son will reassure you they're "real cool" and "the ancients" at the National Shoe Co., New York, and its agency, Mogul, Lewin, Williams & Saylor, New York, agree wholeheartedly with them.

Jeannie, Laurie, Dick and Tommy are what officials at MLW&S call "rock 'n' rocalists"—singers whom the younger set idolizes. During a recent strategy session concerning the National Shoes account, Milton Guttenplan, MLW&S senior vice president and account supervisor and Myron Mahler, senior vice president and creative director of air media, exchanged ideas on the teen-age market for shoes and on the most effective way of reaching this big (and important) audience.

The result: Sponsorship by National Shoes of two to three one-minute announcements per week on WNEW-TV New York's *Alan Freed's Big Beat* daily program with (and this is the twist) commercials to be delivered by "rock 'n' rocalists," who are known to teen-agers, and who might be available for personal appearances at National Shoes outlets. This strategy is designed to attain sponsor identity for a participating advertiser.

The first commercial, spotlighting Jeannie Thomas, was presented on *Big Beat* on Sept. 2, and others were scheduled for last week. The commercials are taped at WNEW-TV and, whenever possible, Armando Noel, producer of *Big Beat*, attempts to arrange for an in-person appearance of the vocalist on the tv show at the same time his or her commercial is scheduled.

On other occasions, the lead-in to the commercial is a well-known record of the personality's. Mr. Noel works closely with Sanford Semel, tv director at MLW&S, in selecting appropriate talent to deliver the commercials and they attempt to choose vocalists who are near the top rung of the "rock 'n' roll" ladder during any given period.

Mr. Guttenplan is already pleased with preliminary results. He acknowledges that the young singers are not "polished announcers or salesmen" but they do generate "believability and sincerity" that teen-agers recognize. One immediate aftermath is that National Shoes, starting in October, will slot "Rock 'n' Roll" radio commercials in 37 markets in the northeast and hopes to persuade local stations to integrate announcements with the personality's records.

The agency also plans to arrange for in-person appearances by "rock 'n' rocalists" at National Shoes outlets in the various areas.

Rock 'n' roll planning session • Discussing commercial scripts for National Shoes teen-age tv campaign prior to taping session are (l. to r.) Dick Roman, a teen-age favorite; Milton Guttenplan, senior vice president and account supervisor at Mogul, Lewin, Williams & Saylor, New York; Myron A. Mahler, senior vice president and creative director of air media and Laurie Loman, rock 'n' roll vocalist.

TV CAN SELL IT

Higher electric rates, pet foods sold via tv

Whether it's cat food or higher electric rates, television can sell it. Leading executives in both these fields got the message last week from Norman E. Cash, president of TvB.

Addressing the Public Utilities Advertising Assn. of Milwaukee on September 9, he cited the American Gas Assn.'s successes in tv and also advised utilities companies to get behind color for their own financial good. Before the Pet Food Institute in Chicago the next day he hailed television as the easiest way for an individual producer to get ahead in this violently competitive field.

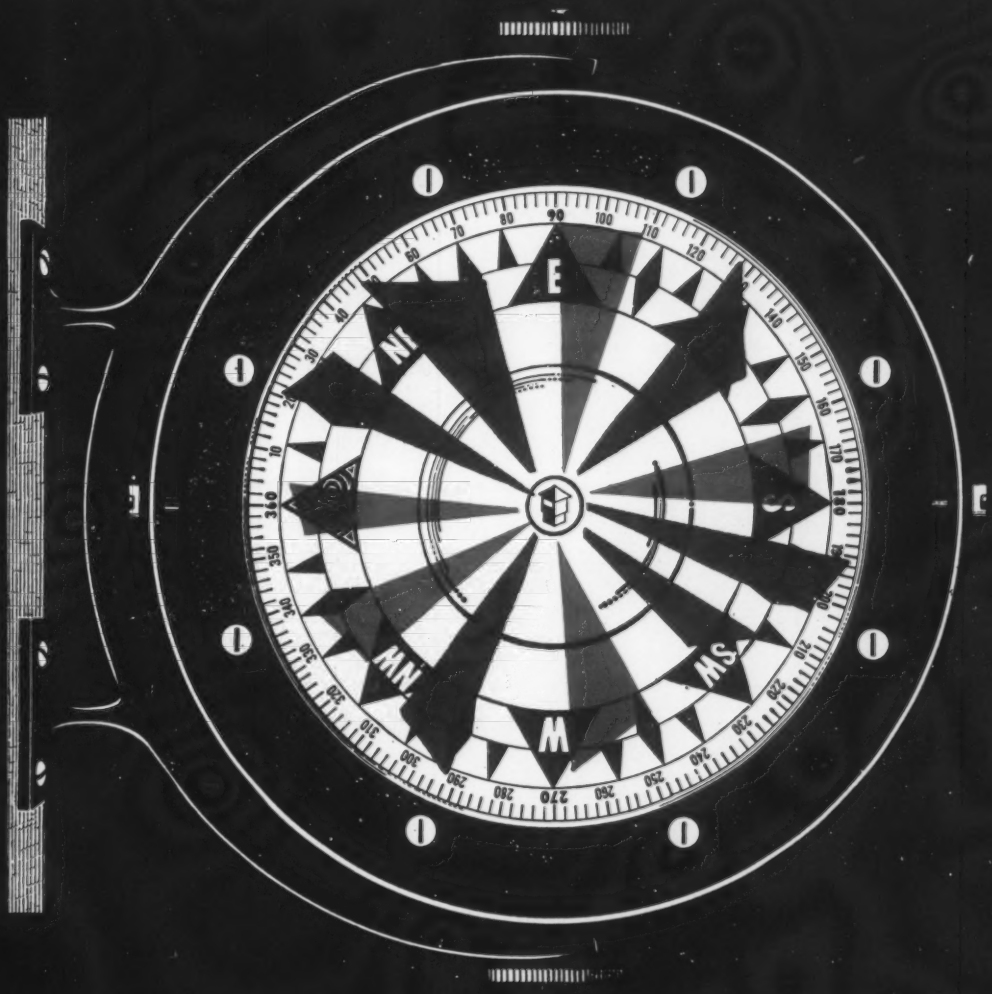
Tv Power Bill • Mr. Cash said the four-state area represented at the Milwaukee utilities meeting—Wisconsin, Minnesota, South Dakota and Iowa—currently pays $25 million a year to utilities companies for power to drive its television sets. If these were color sets, he added, the bill would be $14.5 million higher.

Advising public utilities firms to go more heavily into direct promotion and sale of appliances, including color sets, he quoted Ernest Laws, advertising manager of the Philadelphia Electric Co., a heavy promoter of appliance and home entertainment instruments, as praising the impact of color in PEC's home economics and cooking programs. Mr. Lewis also was quoted as predicting that "Through the united effort of the tv stations, electric utilities, manufacturers, distributors and dealers, color tv can and will become the universal system of [tv] broadcasting and reception."

The TvB head singled out AGA's success in reversing slumping sales patterns by promoting gas appliances on television, and added: "With the local use of television by many companies . . . Tv is fast emerging as the basic selling medium to accomplish the sale of more appliances, to encourage consumption of power in periods when industrial plants are not operating at full capacity and to make the public aware of the necessity of raising rates to keep pace with rising costs."

Tv Biggest • At the Pet Food Institute, Mr. Cash complimented this industry for its acumen in putting more than 50% of its advertising budget into television. He estimated the total budget would come to $26-$27 million this year, with $15 million in tv.

Ralston-Purina, whose Dog Chow rose from obscurity to No. 1 in the dry-feed end of the business in two years, was cited as an outstanding success



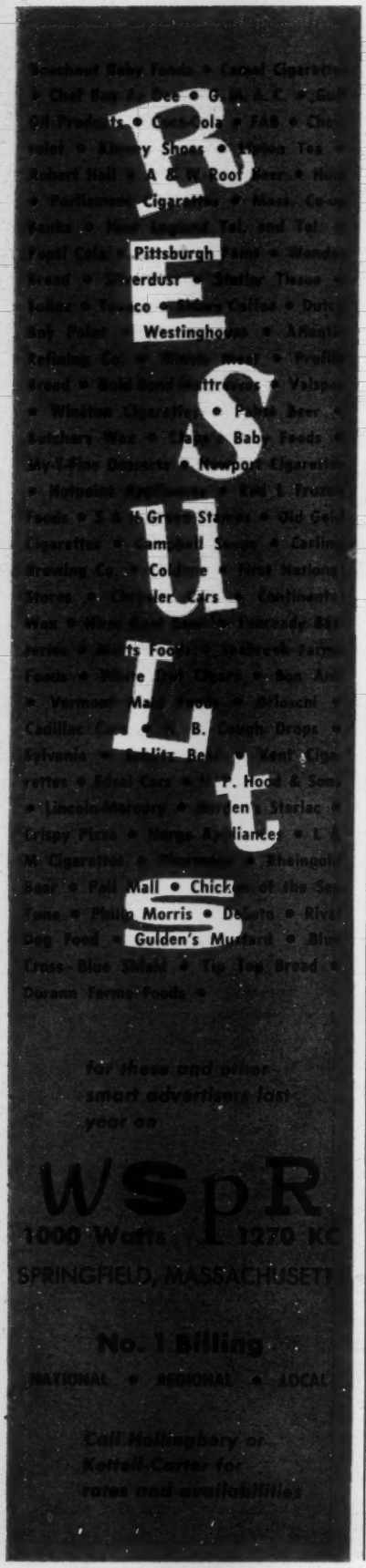
in Philadelphia...

YOU KNOW WHERE YOU'RE GOING

with WIBG

First, by far, in Philadelphia – in every rating service . . .
and still climbing! The Happy station, that's what they call us.
50,000 watts going for you and the big accent is on sell!
Let us help you get those sales up.
Call Katz or Jim Storer in Philadelphia
at LOcust 3-2300 today, for availabilities.

a STORER station: National Sales Offices:
625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1



story for both market planning and television selling. In 1958, he noted, 85% of its budget was in television and this year, with a total budget close to $3 million, tv again is getting the bulk.

Mr. Cash also had a word of advice for the producers of pet food commercials: "Get more emotional involvement into them," he said; otherwise the full impact of television will be missed.

Radio selling tops with top advertisers

With few exceptions, leading U.S. advertisers are including radio in their advertising expenditures this year, according to a tabulated report issued last week by Radio Advertising Bureau.

RAB points out that 90.6%, or more than 9 out of 10 of the top 100 advertisers in 1958 put money in either spot and/or network radio advertising during the first six months of 1959. (Four of the top 100 advertisers are liquor companies and therefore banned from broadcast media.)

Compared to the first nine-months of 1958 (the only previous data available), when 85% of the top 100 used radio, this current midyear total reflects a 5.6% net increase.

Other radio upsurges noted by RAB: (1) the number of brands using spot and network radio increased 17.2% during the second quarter, compared to the first quarter of 1959; (2) the number of companies using radio increased 12.9% during the same period.

Lipton names SSC&B

Thomas J. Lipton Inc., Hoboken, N.J., announced the appointment of Sullivan, Stauffer, Colwell & Bayles, New York, to handle its Lipton tea and Lipton instant tea products beginning Oct. 19.

Young & Rubicam, New York, which had serviced the Lipton account for 22 years will continue to handle Lipton soup mixes. As the account shift was announced last week, Lipton began placing a new spot tv campaign through Y&R starting in mid-October, just before the agency changeover becomes effective.

SSC&B made room for Lipton in August (AT DEADLINE, Aug. 10) by resigning the Salada - Shirriff - Horsey Ltd., Toronto, account estimated at close to $2 million. The agency said a "growing conflict" among Salada tea products and those to be marketed by other SSC&B clients was the basic cause of the resignation. The Lipton account is estimated to be $3-4 million.

FOOD FIRMS BUY TV HEAVILY

TvB reports $148 million for half of '59

Foods advertisers pull the most weight in national television. Statistics based on the first six months of the year and detailing the extent of foods' gross tv expenditures are released today (Sept. 14) by Television Bureau of Advertising. The bureau has access to compilations by Rorabaugh for spot tv and by Leading National Advertisers-Broadcast Advertiser Reports for network.

Combining spot and network, the tv spending rate by national (and regional) foods advertisers now comes to nearly $300 million a year. Tv thus surpasses all other media combined in expenditures from the foods classification, says Norman E. Cash, president of TvB. The bureau based its prediction on expenditures of national foods advertisers in newspapers, magazines, radio and outdoor.

For the first half of this year, tv gross time billings from foods advertisers hit an excess of $148 million compared with $119 million in the first half of last year, or an increase of 24.4%. During that period, the advertisers spent $89,806,000 in spot, an increase of 36.9%, and $58,288,152 in network, or 9.6% more.

General Foods High • TvB's rundown reviews the top 10 among foods advertisers in network television. Leading the group is General Foods with more than $10.2 million. General Mills is second with over $6 million; Standard Brands is third with over $3.7 million. A fourth place advertiser is National Biscuit with a little over $3.2 million; cereal-maker Kellogg Co. is fifth with a little more than $3 million.

Sixth through tenth place is filled by advertisers spending amounts ranging from $2.7 million down to $2.2 million for foods. They include: Lever Bros., Pillsbury Mills, National Dairy Products, Campbell Soup and Procter & Gamble.

Mr. Cash points up a few basic reasons for foods success on television saying, "For new products, tv acquaints the public rapidly. For established products, television keeps the product in the forefront. And for local or regional companies, television makes it possible to achieve a national market."

Vienna to the Wailing Wall

Genghis Khan

Tribal chieftain to world conqueror—by the power of positive salesmanship. Timujin—The Genghis Khan—gathered innumerable hungry tribes under a single horse-tail banner, then led them in a victorious sweep to the gates of Cathay. His salesmanship was a dominant force in the medieval world for more than a generation. Warrior, statesman, above all—The Genghis Khan was a salesman. Domination by the power of positive salesmanship is the key-word or the driving policy in every market. WIL is a dominant force in St. Louis—a powerful voice to sell your products and services with maximum impact and positive efficiency. Above all—WIL is a Salesman.

WIL

Buy SALABAN when you buy radio
Buy WIL when you buy St. Louis and
you BUY the people who BUY

St. Louis
KSDX
Dallas
WRR

THE SALESMAN SYNDICATE
In tempo with the times

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

the only station that delivers New York State's

2nd

LARGEST MARKET!
(Nassau-Suffolk)

WHLI dominates greater Long Island . . . and its huge, quality adult-buying audience!

Reaching 5,668,100 people . . . at an amazingly low cost-per-thousand! (Total primary coverage)

Delivering total coverage of the "Big Income Big Spending" adult-buying audience (Nassau-Suffolk)

BUYING INCOME..... $4,392,349,000
RETAIL SALES..... $2,620,895,000

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station!
Pulse

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

• Business briefly

Time sales

Magazine radio push • Curtis Publishing Co. (*Ladies Home Journal*), Phila., is spreading a two-day advertising push (Sept. 29-30) on ABC Radio and CBS Radio in promotional campaign for its October issue. Buys include Don McNeill of ABC Radio, Arthur Godfrey, Art Linkletter, and serials *Ma Perkins, Dr. Malone* and *Helen Trent* on CBS Radio. BBDO, N.Y., is Curtis' agency.

More spots, more stores • Robert Hall Clothes Inc., N.Y., is to follow up its "Back-To-School" radio-tv spot schedule on 278 stations with further use of air media in new drive to run through Christmas. Including addition of 30 more stations, Robert Hall fashion news and promotions will be heard in more than 10,000 radio announcements and 1,500 tv spots each week in 150 cities. Total broadcast budget runs 15% over fall of 1958. Special local radio-tv activities will spotlight openings this month of new stores in 11 cities. Agency: Arkwright Adv. Co., N.Y.

Hotels on radio • Handlery Hotels is placing spots on 25 radio stations in California, Oregon, Washington and Honolulu for 26 weeks as part of its fall-winter advertising. Agency: Beaumont & Hohman Inc., San Francisco.

Fruit for Christmas • Mission Pak, L.A., will launch a $350,000 tv-radio pre-Christmas campaign Nov. 15 in California, with 90% of the budget being allocated to the Los Angeles and San Francisco markets. Stanley Pflaum Assoc., Beverly Hills, Calif. is the agency.

Tidy tape buy • Tidy House Products Co. Shenandoah, Iowa, will sponsor *Polka Parade* on what is reportedly the largest regional station group to date in video tape syndication: 34 midwestern markets. Program originates at KTLA (TV) Los Angeles, where it is sponsored locally by Clougherty Packing Co., L.A., (Farmer John meats). Since this sponsor uses integrated commercials during the local telecast, KTLA is producing an additional half-hour version for Tidy House for its household cleansers. Guild, Bascom & Bonfigli, S.F., is the agency.

Culver's $8 million

Alberto Culver, has added new lustre to its hair care advertising by grooming itself with additional network tv properties.

The Chicago-based company (VO-5, Rinseaway, Command for men) last week purchased participating sponsorship in NBC-TV's *Lawless Years* and ABC-TV's *Black Saddle, Bob Cummings Show* and *American Bandstand*, while also increasing its spot tv schedules in major markets. The buys boosted A-C's broadcast advertising to "well over $8 million" (over $5 million network, $3 million in spot). Alberto Culver now has part of 14 network tv programs, 10 of them daytime shows.

In 1955 the account, handled by Geoffrey Wade Adv., Chicago, spent a mere $100,000 for advertising, all in print. A year later it switched almost exclusively to tv utilizing what President Leonard Lavin describes as the "rifleshot" technique and "ricocheting" results.

Standard's $10 million

D'Arcy Adv. Co., Chicago, will shortly submit a $10 million advertising budget, about half in broadcast media, to Standard Oil Co. of Indiana for calendar 1960. An estimated $5 million will be for sports telecasts, radio and tv weather and news programs in a 15-state regional marketing area represents about same sum as for 1959.

Standard has purchased half of NCAA regional football telecasts on six NBC-TV stations in Michigan this fall.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Sept. 2-8 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Sept. 2	Bat Masterson (9:30 p.m.)	NBC-TV	17.1
Thur., Sept. 3	Groucho Marx (10 p.m.)	NBC-TV	17.6
Fri., Sept. 4	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.1
Sat., Sept. 5	Gunsmoke (10 p.m.)	CBS-TV	19.9
Sun., Sept. 6	Colt 45 (9 p.m.)	ABC-TV	17.5
Mon., Sept. 7	Peter Gunn (9 p.m.)	NBC-TV	19.9
Tue., Sept. 8	To Tell The Truth (8:30 p.m.)	CBS-TV	21.2

Copyright 1959 American Research Bureau

THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION IS... 4 WCCO

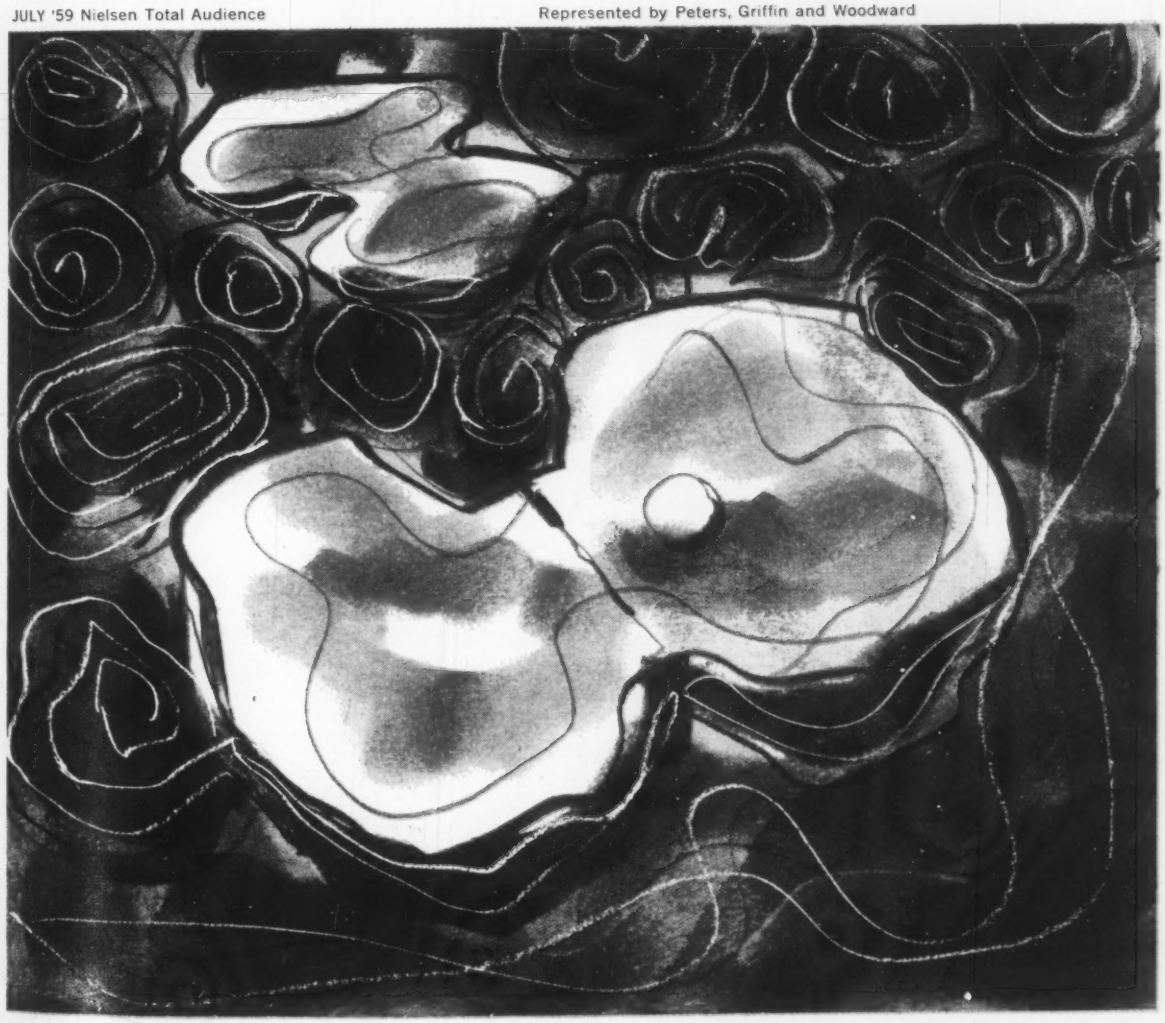
Unlike the oyster . . . good only in months containing an "R," they say . . . and great when it contains a pearl, WCCO Television is great month after month, year after year . . . and the pearl is always there.

This Twin City oyster is credited with an average of 25% more sets in use, sign on to sign off, every day of the week, than its nearest competitor.

The difference between good and great in the highly competitive, four channel Minneapolis-St. Paul market is Channel 4's consistent deliverance of the great bulk of audience.

JULY '59 Nielsen Total Audience

Represented by Peters, Griffin and Woodward



I'm

IN ANSWER TO REQUESTS FROM STATIONS ALL OVER THE COUNTRY, NTA NOW MAKES AVAILABLE 10 OUTSTANDING TEMPLE FEATURE FILMS.

Here comes a festival of feature films with the greatest little audience stealer of all time. Here's Shirley Temple... at the height of her universal appeal. And she's yours. She's yours for that extra programming energy you want for local television excitement. She's yours in brand new first runs such as: "Dimples," "Stowaway," "Just Around the Corner," "Bright Eyes," and she's yours in first-time-off-network success stories such as "Captain January," "Poor Little Rich Girl," "Wee Willie Winkie," "Heidi," "Rebecca of Sunnybrook Farm," plus "Little Miss Broadway." Yes it's Shirley Temple and she's yours! Get in touch with your NTA representative immediately!

NTA INTERNATIONAL, INC.

Coliseum Tower, 10 Columbus Circle, New York 19, Judson 2-7300
Beverly Hills–Crestview 4-8781, Boston–Liberty 2-9633, Dallas–
Riverside 7-6559, Pittsburgh–Poplar 6-5300, Minneapolis–
Federal 8-1682, Chicago–Michigan 2-5561, Memphis–Jackson 6-1565

yours!

"NATURALLY, I LISTEN TO KFWB"

"When I'm surfing, I enjoy the thrill of coordination, speed and personal accomplishment.

When I'm listening to radio, I want the same zestful feeling, the same personal pleasure that surfing gives me... so, naturally, I listen to KFWB."

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first and fast in Los Angeles.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by **JOHN BLAIR & CO.**

HOW STATIONS ARE USING VTR

Utilization, advantages, problems reported in survey by Syracuse U.

Does the purchase of a video tape recorder result in new business and clients for a tv station? Of 56 stations answering a survey conducted by the Syracuse U. Television Center, (Lawrence Myers, research director) 45 (or 81%) responded in the affirmative.

The survey (researched by Philip H. Burrell of WSYR-TV Syracuse, N.Y., as part of his work for a Masters degree) was based on the results of questionnaires mailed to all vtr-equipped stations. A 62% return was received.

Of the respondents, 45% regularly run at least one of 15 syndicated tv tape programs. Most used of the syndicated shows are *Divorce Court* (11 stations), *Juke Box Jury* (6 stations) and *Magic Circus* (4 stations). Syndicating local shows on a national or regional basis is contemplated by 38% of the stations, while 13% (6 stations) report they are already syndicating local shows.

Delayed Network Shows • Network shows are taped for delayed broadcast by 30% of the network affiliated stations. However, 35% of the network affiliates report they have had requests to video tape a program denied by their networks. The majority of network shows taped for delayed broadcast have been in the news and special events fields.

Several stations maintaining sound-on-film equipment report that the addition of vtr has drastically curtailed the use of motion-picture equipment. Sound-on-film is now used almost exclusively for news coverage while vtr is used for commericals and interviews.

Vtr facilities of 81% of the stations are available for outside contract tape work. These stations have published rate cards for the service, ranging from a low of $25 an hour to $460 per vtr hour. Average hourly rate is $192 per hour.

Union problems resulting from tv tape practices have been experienced by 15% of the stations. Dominant causes include limitations imposed by the musicians union, jurisdictional problems and disputes over payments to announcers and talent. Talent fees or residuals are paid to announcers for repeated plays of tv commercials by 64% of the stations.

Tape Exchange • Approximately half of the vtr-equipped stations exchange taped programs and spots with other stations. Less than half (41%) maintain a library of their video taped programs.

At the time of the survey (July 1959), 4% of the stations had three or more tv tape recorders, 32% had two, and 64% had one. Additional machines are in the plans of 74%. A portable model, when it becomes available, might be purchased by 31%, while 43% are undecided about portable vtr.

Vtr's chief advantages are (1) improved scheduling and flexibility of crew and facilities, (2) better production control and elimination of errors and (3) expansion of "live" local programming via tape. Effects on working hours include shorter work hours for talent, more productive working hours and cuts in weekend scheduling.

With only one station equipped with color tape facilities at the time of the survey, 49% plan the addition of color tv tape in the near future.

Night school

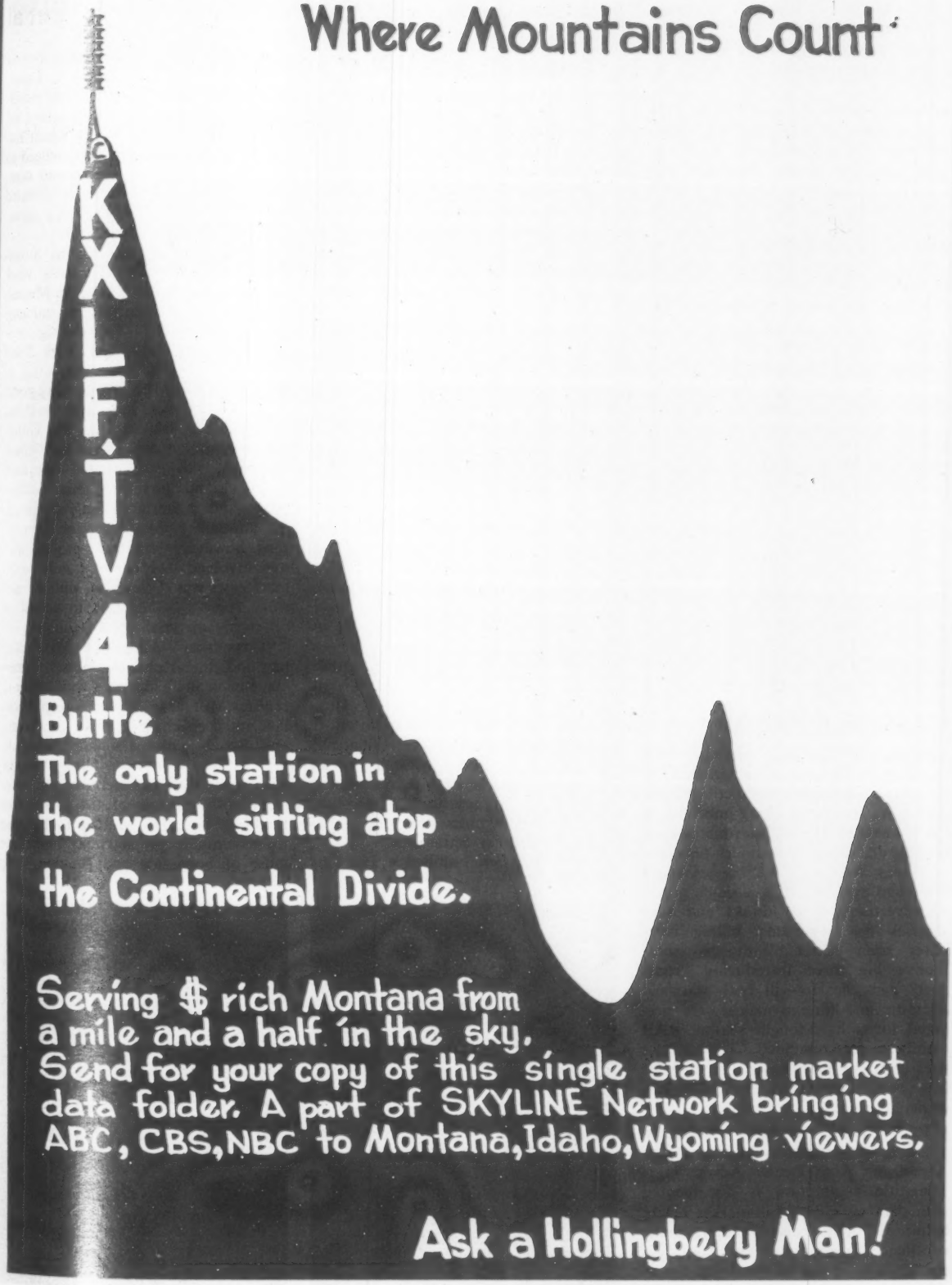
Executives at KOOL-TV Phoenix are thinking of starting a course in video tape for public officials. Such education is necessary, they feel, after a harrowing experience trying to convince an official of the state labor department that they were not violating state labor laws in using children in a commercial broadcast in the late evening hours. Trying to explain by telephone that the children were not in the studio at the time although they appeared to be, that the spot had been taped during daytime hours, that taping is like filming, to a skeptical state employe was an experience they'd like not to go through again.

New fm group slates organizational meet

Three areas in which fm has been most noticeably shorthanded—research, sales and marketing—will be explored this week when the new National Assn. of FM Broadcasters holds its organizational meeting in Chicago.

Election of a board of directors and officers will be first on the agenda when

Where Mountains Count


KXLF-TV 4
Butte
The only station in
the world sitting atop
the Continental Divide.
Serving $ rich Montana from
a mile and a half in the sky.
Send for your copy of this single station market
data folder. A part of SKYLINE Network bringing
ABC, CBS, NBC to Montana, Idaho, Wyoming viewers.
Ask a Hollingbery Man!

the two-day session starts Friday (Sept. 18) morning at the Palmer House. The organization is successor to Assn. of FM Broadcasters, set up last spring as successor to FM Development Assn.

Speakers for the Friday afternoon session include Alfred Politz of the research organization bearing his name; Arno Johnson, vice president and senior economist of J. Walter Thompson Co., who is scheduled to discuss marketing, and Art Bellaire, vice president in charge of radio-tv copy for BBDO, on a creative approach to selling fm. The Saturday (Sept. 19) agenda includes a report by Dr. Sydney Roslow, director of The Pulse, on fm audience research, and a luncheon address by Harold E. Fellows, president of NAB.

The association, authorized by the AFMB board as AFMB's successor, currently is in the hands of an organizational committee composed of William B. Casky, WPEN Philadelphia; Lawrence Gordon, Beam Cast, Buffalo; T. Mitchell Hastings Jr., Concert Network Inc., Boston, who is serving as organizational coordinator; Frank Knorr Jr., WPKM (FM) Tampa; Fred Fabell, KITT (FM) San Diego, and William Tomberlin, KMLA (FM) Los Angeles.

Reservations and registrations may be made through NAFMB, One Park Ave., New York 16.

RAB starts drive for auto dollars

Radio Advertising Bureau, New York, sees a big sales opportunity in this year's automobile competition. Accordingly, it is furnishing more than 1,000 member stations with material to present dealers at new-model time.

It may turn into the biggest radio campaign ever aimed at a single group of advertisers, RAB thinks and says chances for new auto billing have never been better. With the automotive big three introducing "compact" cars, dealers—in both standard domestic and foreign makes—are prepared for a hard-fought season, RAB members are reminded. The bureau goes on to list such dealer difficulties as low profit percentage on sales and dealer mortality.

RAB's answer to these problems is a 24-page presentation "Radio: Miles Ahead for Auto Dealer Advertising." The title assumption is documented with data on radio's full-market reach, delivery of the decision-making male, excellence in the important suburban market and ability to reach "the auto dealer's best prospects, present car-owners, right while they're driving their outmoded model."

DOMINICANS FILE MBS SUIT

Seek to recover $750,000 from Guterma et al

The Dominican Republic has gone to court to recover the $750,000 it claims was paid to Alexander Guterma and Hal Roach Jr. for the use of MBS as a "news" disseminator and says it holds a collateral guarantee in the form of a stock certificate purporting to represent all of the network's outstanding stock (BROADCASTING, Sept. 7).

The damage suit names Messrs. Guterma and Roach as former officials of Mutual, plus the network itself, Hal Roach Studios and Mutual's Radio News Service Corp. It was filed Sept. 4 in the U.S. District Court at Washington, D.C., concurrently with Messrs. Guterma, Roach and Garland L. Culpepper's appearance before District Court Judge Luther W. Youngdahl there to plead innocent to charges of a federal grand jury that they had "sold" the network to Gen. Rafael Trujillo and his government for use as a propaganda vehicle and had failed to register with the Justice Dept. under the Foreign Agents Registration Act. Their trial is scheduled Nov. 16.

Mutual, however, denies that the stock certificate could be valid since all legal certificates are locked up in its safe in New York. Mutual has had two changes of ownership since the Guterma group was in control earlier this year—Malcolm Smith and then Robert F. Hurleigh. Mr. Hurleigh is making an effort to salvage the network with the financial backing of industrial-investor Albert McCarthy. Mr. Hurleigh is to continue as owner pending resolution of a voluntary bankruptcy proceeding and a 10-cents-on-the-dollar settlement.

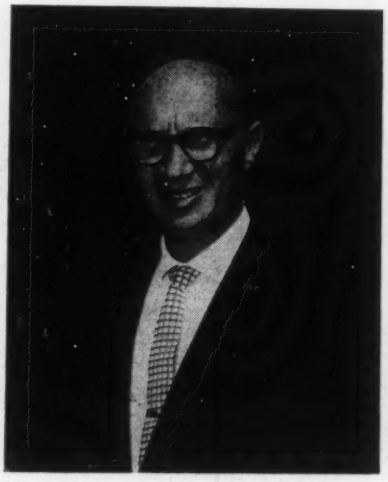
Agreement Not Fulfilled • The Dominican Republic's damage suit, filed by Washington attorney Edward L. Carey, claims that Messrs. Guterma and Roach made an agreement with the island republic early this year under which Radio News Service Corp. was obliged to transmit "news, news items and commentary" to Mutual and its affiliated stations. The suit contends this agreement has not been carried out.

The Dominican suit claims a collateral guarantee was given—a stock certificate for 1,100 shares in Mutual, issued to Hal Roach Studios, endorsed by "Hal Roach Jr." with the signature guaranteed by the "New York Trust Co." The certificate was believed to represent all of MBS' outstanding stock.

Mr. Roach sold his Hollywood tv-movie studios last May to Mr. Guterma's Scranton Corp. in an undisclosed part-cash, part exchange-of-stock deal.

The grand jury indictment alleges propaganda material actually did get on the air earlier this year. The Dominicans, however, deny that "propaganda" was involved and contend only legitimate news was to be aired, with the network reserving the right to accept or reject the material submitted.

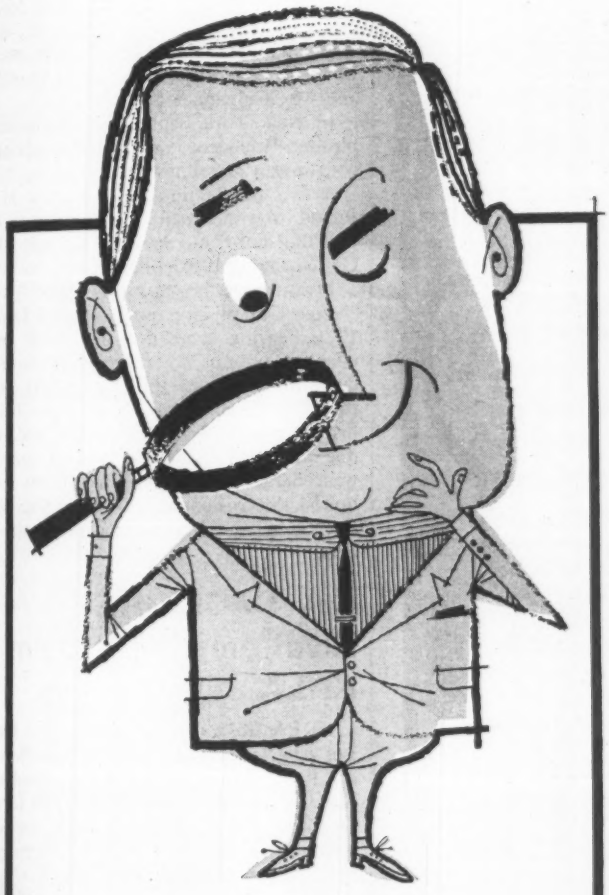
'Conspiracy' Alleged • The grand jury indictment charges Messrs. Guterma, Roach and Culpepper with failing to register Mutual under the foreign agent law and also charges Messrs. Guterma and Roach with personally failing to register. The indictment alleges that the trio "conspired" to enter into an agreement with officials of the Dominican Republic to cause Mutual to be used to disseminate propaganda "under the guise of bona fide and genuine news.



ON COURTHOUSE STEPS: GUTERMA (L) & ROACH
They appeared in Washington to enter pleas of not guilty

Take another look at DAYTON...and WHIO-TV

NOW—OHIO'S 3RD MARKET



WHIO-TV
CBS
7
channel dayton, ohio

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina.

30th NATIONALLY
(up from 38th)

$1,400,214,000 Consumer Spendable Income
(28th in the nation)

30th in the USA

That's right, in population, Dayton now outranks Birmingham, Indianapolis, Columbus, Ft. Worth, Memphis and Phoenix.

30th in population.....now 650,400
28th in consumer spendable income $1,400,214,000
16th in consumer spendable income per household.....$7,268

3rd in OHIO

Dayton is now Ohio's 3rd market—
3rd in population
3rd in consumer spendable income
3rd in consumer spendable income per household

Best way to reach this rich market—
WHIO-TV*

*1st in DAYTON

Today as always, your best buy is WHIO-TV, one of America's great area stations. Reaching and holding 2,881,420 people in 41 counties of 3 states.

For market data, availabilities and all information, call George P. Hollingbery

TIME BUYERS . . . help yourself to A TRIPLE TREAT

Do You Want AUDIENCE?

*FIRST in total AUDIENCE?
HOOPER (May-June, 1959)
PULSE (May-June, 1959)
NIELSEN (May-June, 1959)

K-NUZ is **No.1*** in TOTAL AUDIENCE

Do You Want ADULTS?

MORE ADULT LISTENERS
Mon.-Fri., 7 AM-5 PM
(No. 2 Stations has only 51% Adult Audience)

K-NUZ Audience Composition is **84% ADULT*** Men and Women

Do You Want SPENDABLE INCOME?

MORE MIDDLE & UPPER INCOME AUDIENCE
*SPECIAL PULSE
(Apr.-May, 1958)

K-NUZ Audience Composition is 74% MIDDLE & UPPER INCOME*

the PACESETTER for Houston . . .

MUSIC!
NEWS!
EQUIPMENT!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, Inc.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

items" and to conceal payment of $750,000 for such use. All three defendents have denied these allegations.

The grand jury indictment also named as "co-conspirators" Mutual itself, Radio News Service Corp. and Otto Vega, a Dominican official.

District Judge Youngdahl set bond for Mr. Guterma at $5,000 despite pleas of Justice Dept. Counsel for a $25,000 bond on the ground the higher amount was necessary to discourage Mr. Guterma from leaving the country. Nathan B. Lanvin, Justice attorney, said Mr. Guterma already was in a "sea of trouble" from other federal indictments. Bond for Mr. Roach was set at $3,000 and Mr. Culpepper $2,500.

In New York Sept. 9 Mr. Guterma pleaded innocent in another federal court to an indictment charging that he and five others, including Lowell M. Birrell (now in Brazil), conspired to violate the anti-fraud laws in the sale of United Dye and Chemical Corp. stocks.

Meanwhile the Securities and Exchange Commission postponed to Oct. 12 a hearing scheduled last week on whether or not to suspend or withdraw the listing of F.L. Jacobs Co. on the New York Stock Exchange. The firm, controlled by Mr. Guterma and at one point the owner of Mutual itself, was charged with failing to submit required SEC financial reports. Jacobs Co. now is in bankruptcy reorganization.

L.A. BACKFIRE
Rival employes claim KRLA debut prizes

KRLA Pasadena, splashing into the Los Angeles market under its new Donald R. Cooke ownership with a double wave of big-prize listener contests (AT DEADLINE, Sept. 7), last week found competitive station employes claiming both major prizes.

KRLA spent three days billboarding its debut Sept. 3, airing only promotional announcements. Then on the opening day it heralded a $10,000 contest to find on the city streets its new personality Perry Allen. The prize money was to become less each day as clues to his whereabouts became easier. On Sept. 4, for example, KRLA aired this announcement: "Go out on the streets of Los Angeles today. Take a hint: go to a Los Angeles restaurant, look for a guy in a bow tie and say, 'KRLA 1110 L.A.' And if you say this to me, the newest member of KRLA's ever lovin' 1110 men, Perry Allen, you'll be richer by $9,000 in cash. So go."

Unexpected meeting • At just about that time, Charles Arlington, newsman of KFWB Los Angeles, and Joseph Zingelli, salesman at WISK Minneapo-

One stop shopping . . .

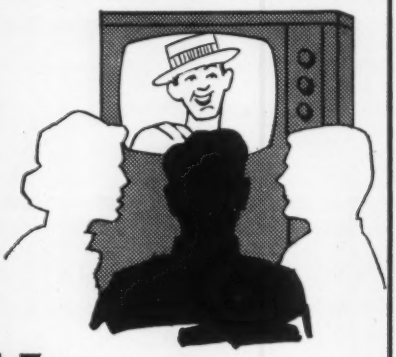
Shopping for time and talent on the CBS Radio Pacific Network's a snap. You buy a lot of stations with the ease of a one station buy. What's more, you enjoy supermarket convenience and a choice variety of top brand radio names.

Say you want to cover the West. You want to reach women. Or men. Or both. It's simple with our one stop shopping plan. Pick the shows you want — Art Linkletter, Harry Babbitt, Frank Goss News, the Daytime Serials, Gunsmoke and other great weekend dramas. Pick the times you want. Mornings, afternoons and evenings. You can get real impact with real economy! If the ringing cash register is music to your ears, the CRPN can play your melody. Ask your CRPN or CBS Radio Spot Salesman for the details.

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales

You're missing almost 2/3 of your audience unless you BUY WJAC-TV



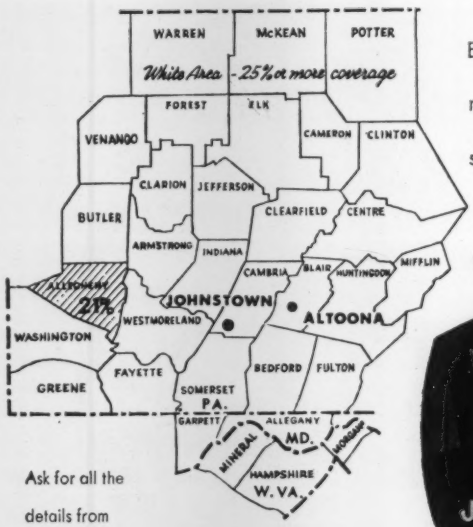
in the JOHNSTOWN-ALTOONA market!

WJAC-TV is the established leader in the Johnstown-Altoona area, with nearly a 3 to 1 margin over Station B, its closest rival.

WJAC-TV--71.9 —— Figures are from ARB, November, 1958;
Station B--28.1 —— Proof that WJAC-TV delivers the audience.

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



Buy the station that guarantees more viewers, from sign-on to sign-off, all week long. People prefer to watch the best. . .

WJAC-TV

Ask for all the details from

HARRINGTON, RIGHTER & PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

lis, found Mr. Allen. But the scene was not a Los Angeles restaurant. It was in a studio of WKBW Buffalo where Mr. Allen was completing his work before leaving to join KRLA.

Queried by BROADCASTING last Wednesday, Robert M. Purcell, president of WISK as well as KEWB San Francisco and KFWB Los Angeles (radio stations owned by Crowell-Collier Publishing Co. whose broadcast division Mr. Purcell heads), said that he had been listening to KLRA "as a matter of course to check on the programming of this new station and see what kind of competition it might offer KFWB.

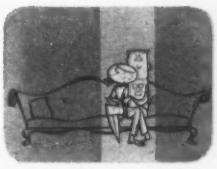
"I was astounded when I heard them say to look for Perry Allen in Los Angeles when I knew he was in Buffalo," Mr. Purcell continued. "So I called Charlie Arlington who was in Minneapolis helping to set up the news operation of WISK and instructed him to go to Buffalo immediately to claim the $10,000. He and Zingelli took a plane to Chicago, caught another to Cleveland and hired a limousine to take them to Buffalo. Picking up a reporter for the *Buffalo Evening News* and a photographer, they went to WKBW, saw Mr. Allen and delivered the requisite message and asked for the money."

Surprise Reaction • "As I get the story, Allen didn't quite know what to do, so Arlington telephoned KRLA and talked to Jack Cooke and said he was from Southern California and asked for the prize." Zingelli also got on the phone and identified himself as a salesman for WISK. Mr. Cooke suggested that they both fly to Los Angeles with Allen for a big publicity splash.

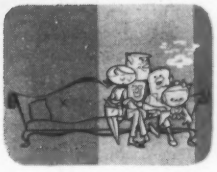
Mr. Purcell continued, "perhaps I should've let them do it and pulled the rug out from under them at the airport. Instead, they were told of Arlington's connection with KFWB and we sat back to see what would happen next. When nothing happened, I instructed our attorney to make an official request to KRLA that they deliver $10,000 to KFWB. This he did earlier this week."

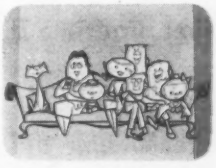
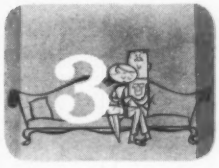
KRLA is owned by Donald Cooke, station representative, who last week was in his New York headquarters. His brother Jack Kent Cooke, who was in Los Angeles, is a Canadian broadcaster, owner of CKEY Toronto. He disclaimed any official connection with KRLA and referred questions to E.V. Schulz, KRLA general manager.

On Wednesday afternoon (Sept. 9) Mr. Schulz issued a statement which explained that one of the new deejay personalities, Perry Allen, had not yet arrived at the time of KLRA's debut. It said that "to promote Mr. Allen's arrival in Los Angeles and his new KRLA radio show, we began a 'Find Perry Allen' contest, directed to KRLA

CHANNEL IMPACT. Now, America's leading creators of radio and TV musical productions, offer TV stations a new,  powerful means of channel identification... C.R.C.'s CHANNEL IMPACT I.D.'s. Ten different animated eight-second films, each ending with your channel number in full sight and song! C.R.C.'s combination of delightful art and

IDEAS



sparkling music provides the ultimate in custom channel identification... opens a broad new field of promotion-identification.  Extra usefulness includes freeze-frames, lifts, sound-tracks for radio, art  promotion in print, and more. Available on an exclusive basis ...one set to a city. See this fabulous new concept today. Send for audition films of C.R.C.'s CHANNEL IMPACT I.D.'s. COMMERCIAL RECORDING CORPORATION, BOX 6726, DALLAS 19, TEXAS. RIverside 8-8004. Tom Merriman, president; Bob Farrar, vice president; Dick Morrison, general sales manager.

GENE AUTRY

Starring in 56 HOUR FEATURES

ROY ROGERS

Starring in 67 HOUR FEATURES

REALLY ROPIN' IN RATINGS!

Scranton-Wilkes Barre	18.1
New Orleans	27.7
Milwaukee	15.1
Albuquerque	20.0
Boston	19.4
Knoxville	38.0
Fort Wayne	17.6
Houston	19.8
Miami	16.2
Indianapolis	16.4
Madison	15.3
Kansas City	17.1
Cleveland	15.7
Fresno	19.4
Nashville	20.2

Source: ARB

AND REALLY RATIN' RAVES:

"The group of 123 films is the best of its kind on the market today." — WFBM-TV, Indianapolis, April 9, 1959.

"Almost always sold out." WFBC-TV, Greenville, S. C. April 28, 1959

mca TV FILM SYNDICATION

WESTERN REGIONAL

$1,000,000

In outstanding major market. Fulltime Independent. This very successful property is showing a high profit and will pay out within a reasonable time. Approximately one-half cash required. Exclusive with

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	SOUTHERN	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

listeners in our coverage area. A cash prize of $10,000 decreasing daily as clues to Mr. Allen's whereabouts became easier, was offered to the first KRLA listener in Southern California to find Mr. Allen . . ."

After Mr. Arlington had claimed the prize, Mr. Schulz stated, "we learned that he is an employee of Crowell-Collier Pub. Co., owner of KFWB . . . that Mr. Arlington had not been in Southern California while the KRLA 'Find Perry Allen' contest was running . . . that Mr. Arlington had received telephoned instructions from his employers to go to Buffalo from Minneapolis in order to find Perry Allen. Since it is now clear that Mr. Arlington did not himself hear or listen to KLRA while the Perry Allen contest was being broadcast, and that he went to Buffalo under the direction and control of his employers, the Crowell-Collier Pub. Co., we have referred the entire matter to our attorneys for their legal opinion."

The Other Contest • In addition to the "Find Perry Allen" contest, KRLA had also been exhorting its listeners to find the "golden key" to the station's new 50 kw transmitter and broadcasting clues to the key's location. Prize for finding the key started at $50,000 and was lowered as clues became more explicit.

This prize reached the $5,000 mark Labor Day, when the key was found near Marineland by Patricia Beer, wife of William Beer, newsreel cameraman at KHJ-TV Los Angeles.

Changing hands

Announced • *The following sale of station interests was announced last week, subject to FCC approval:*

• KFJI Klamath Falls, Ore.: Sold by the estate of W. Don Miller to Doug Anderson, George McConnell, Mark Hanan and Riley Gibson for $145,000. All buyers are associated in the ownership of KXOA Sacramento, Calif. Mr. Gibson, who arranged for acquisition of KFJI, will manage the station upon FCC approval of the purchase. KFJI is on 1150 kc with 5 kw daytime and 1 kw nighttime power.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 123).*

• KRKD - AM - FM Los Angeles, Calif.: Control sold to Trans American Broadcasting Corp. by Albert Zugsmith, Frank Oxarart and John D. Feldman for $1,250,000. Trans American is headed by Robert A. Yeakel who is also a 24% owner. Others in the

Heed the Call of the New Figure!

There's a NEW Number Two – WAM-E (Whamm-y) 5000 W. on 1260

Our TIME BUYER friend has had a bit of a shock. His ideas about the Miami radio market have been blasted wide open by a hard hitting, promotion and merchandising minded new station which in just seven months has roared to second place in Miami.

Hooper says we're a dominant NUMBER TWO now with an average Monday through Friday 17.8% share of audience (52% more audience than the #3 station).

Pulse gives us a 12% share, 6 a.m. to 6 p.m. Monday through Friday. And Whamm-y is NUMBER ONE when it comes to cost per thousand. We deliver thousands more listeners per dollar than any other station.

So-o-o-o, MR. TIME BUYER, take a second look at the Miami market and you'll see WAM-E. Or have a chat with our National rep, Daren McGavren; our Regional rep, Clarke Brown, or Station Mgr., Murry Woroner.

WAM-E (Whamm-y) . . . . Radio Two in Miami

WAM-E
Chamber of Commerce Bldg.
Miami, Florida
FRanklin 3-5533

wam-e

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

United Press International news produces!

buying corporation are Paul Anka, singer; Bob Fox, KRKD sales manager; E. L. Brooks, KRKD account executive; Dawkins Espy, broadcasting consulting engineer; Robert Smith, MGM writer-producer. As a result of the transfer, Mr. Zugsmith ownership is reduced from 55% to 20% and those of Messrs. Oxarart and Feldman from 22.5% to 14.5%. KRKD is on 1150 kc with 5 kw daytime, 1 kw nighttime The fm outlet is on 96.3 mc with 54 kw.

• WOSH Oshkosh, Wis.: Sold by William F. Johns Jr., Penrose H. Johns and Frederic W. Renshaw to Value Radio Corp. for $144,575. Value Radio Corp. is headed by William E. Walker who with others own or control WBEV Beaver Dam, WKTL Sheboygan, WMAM and WMBV-TV Marinette, all Wisconsin; KCLN Clinton, Iowa; WSJM St. Joseph, Mich. The Walker group is also buying WEAU-AM-FM Eau Claire and WISC-AM-FM Madison, both Wisconsin, from Morgan Murphy-Walter C. Bridges interests. Comr. Robert T. Bartley dissented to the WOSH sale. WOSH is on 1490 kc with 250 w.

• KIHO Sioux Falls, S.D.: Sold by James A. Saunders and William F. Johns Jr. to KIHO Broadcasting Co. for $70,000. KIHO Broadcasting Co. is equally owned by H. N. Cardoza, Richard K. Powers, and Milton D. Price. Mr. Cardoza owns KATE Albert Lea, Minn.; Mr. Powers has interests in WCMP Pine City, Minn., and WDBQ Dubuque, Iowa; Mr. Prifee has an interest in WDBQ. KIHO operates on 1270 kc with 1 kw.

• WMIN Minneapolis-St. Paul, Minn.: Control transferred to William F. Johns Jr. through purchase of remaining 80% ownership from his parents for $43,051 and assumption by licensee of $28,705 note due tranferors. WMIN operates on 1400 kc with 250 w.

Illinois meeting told Midwest making news

Heavier emphasis on CBS news staff coverage out of the midwest, particularly in radio, has been reported by Bernard Eismann, Chicago bureau manager and correspondent for CBS News, to the Illinois News Broadcasters Assn. this past weekend.

Mr. Eismann, who took over his new post this past June, cited an increase in area "depth" stories out of CBS Central Div. and in increased number of network cut-ins for both radio and tv. In radio, CBS Chicago now feeds some 10 cut-ins per week on regularly-scheduled news programs, while in tv the number has been boosted to a minimum of three.

Mr. Eismann addressed the opening

Tough nuts to crack call for "AutumnAction"

Fall promotion plans for your product got you up a tree? Don't bury the problem and wait till winter. If yours is a big-ticket item, health or food product, consider these facts about ABC's great "AutumnAction" promotion . . .

1. Your commercial is next to editorials on your *type* of product, to build listener "wants" – leaving all your commercial time for selling *your* brand. You get support in other time spots, too.

2. You get ABC's "4-Most" Marketing Plan, a complete, coordinated merchandising package, covering all market groups essential to the successful promotion of your product.

That's "AutumnAction" in a nutshell. And all for the lowest cost per thousand in any national medium. (You can continue your campaign to Christmas at a discount for the extra period.) For full information on "AutumnAction," write or call:

ABC RADIO NETWORK

7 W. 66th St., New York 23, N. Y., SUsquehanna 7-5000

A reprint of the above illustration, suitable for framing, is available on request.

day luncheon of the INBA fall meeting in Springfield's Hotel Leland Saturday (Sept. 12). Afternoon panels were devoted to discussions on handling particular news stories and whether radio-tv news is meeting "today's challenge." Among panelists were Frank Jordan, NBC Central Div. (WMAQ and WNBQ [TV]); Bill Miller, WTAX, and Robert Brown, WMAY, both Springfield. Spizz Singer, WTAX farm director, discussed his recent tour of Russia.

Election of officers and other business were scheduled for Sunday (Sept. 13), along with a luncheon talk by M. L. Harney, superintendent of Narcotic Control Division, State of Illinois' Department of Public Safety. United Press International held its semi-annual meeting and joined with Associated Press in hosting hospitality suites. Illinois Lt. Gov. John H. Chapman was special guest at the Saturday evening banquet for INBA members.

MBS starts briefings

Southern affiliates of MBS last week heard testimony by visiting station managers on the Mutual "news-plus-low-option-time operating formula." The first in a series of regional affiliate sessions drew 80 station owners from seven Southern states to Atlanta's Dinkler-Plaza Hotel Thursday (Sept. 9).

On the rostrum: Sam W. Sloan of WOHO Toledo, who said MBS newscasts helped him make more than $20,000 in new sales since July 1; Irving Lichtenstein of WNTA Newark, N.J., whose staff has sold several news strips since Aug. 31; Harvey Hudson of WLEE Richmond who finds Mutual offers "the most service at the least possible cost," and Fred E. Walker of WTTM Trenton, N.J., heard on tape to the effect that in two weeks following affiliation with MBS, sales were up 16.3% and 20.1% over comparable weeks last year.

THE PCP PLAN
CBS affiliates meet has it high on agenda

CBS Radio's nine-month-old Program Consolidation Plan is expected to be one of the main topics when the network's affiliates convene in New York next week, and convention planners have arranged an agenda to accommodate the subject.

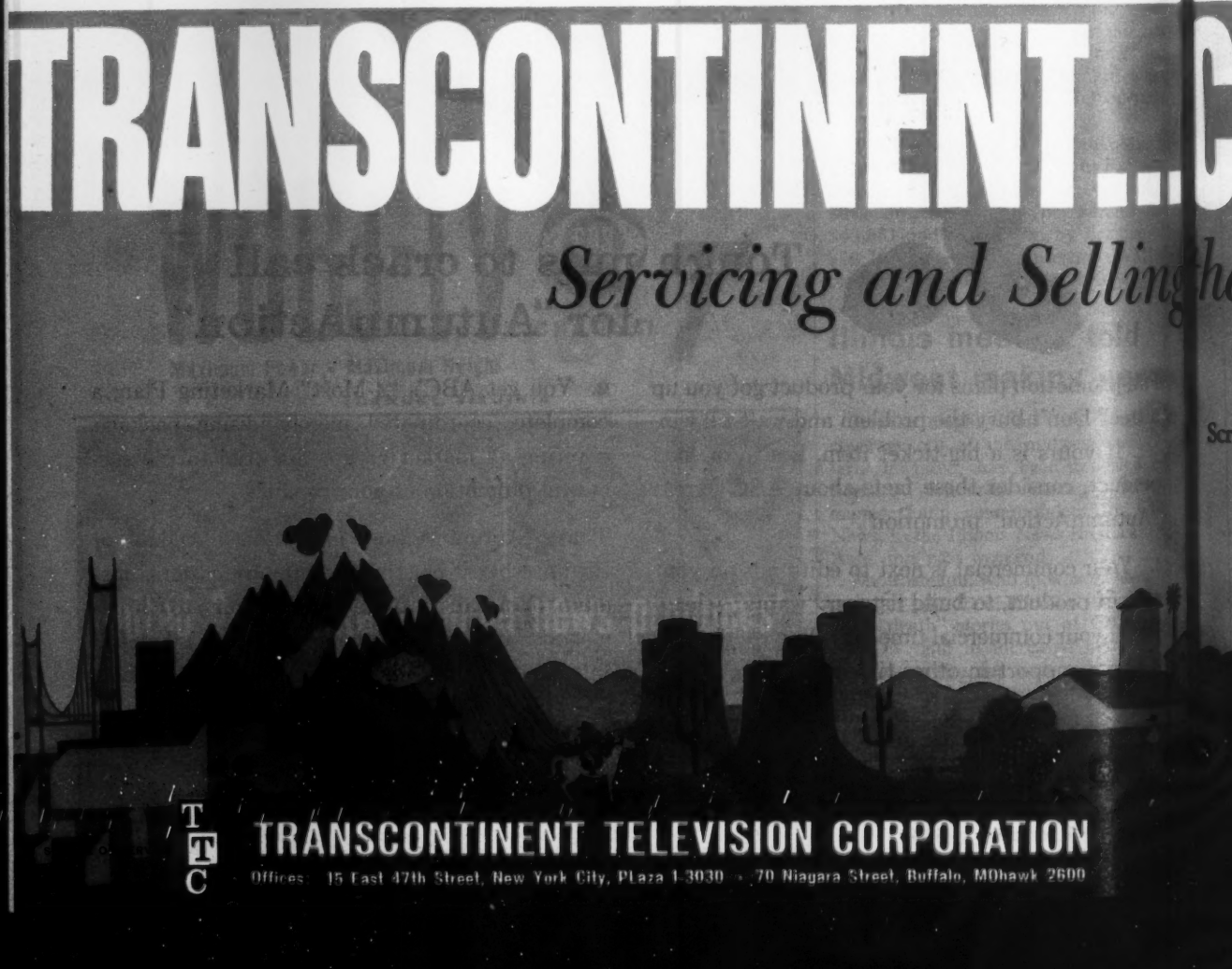
President Arthur Hull Hayes, long on record as expecting PCP to get the network into the black, will present a panel of station executives to discuss "How We Operate Under PCP" at Wednesday's (Sept. 23) opening session. He also plans to introduce the 18 new affiliates signed since PCP went into effect Jan. 5 (in which time approximately the same number of other stations have disaffiliated.

The PCP panelists will be Odin Ramsland, KDAL Duluth; Larry Haeg, WCCO Minneapolis; Lee Fondren, KL Denver; Tom Dillahunty, KOSY Texarkana, Tex., and C. Robert Thompson, WBEN Buffalo.

Godfrey, Stanton speakers • Principal luncheon speakers for the two-day convention will be Arthur Godfrey on Wednesday and CBS Inc. President Frank Stanton on Thursday. The banquet Wednesday night will include entertainment by Pat Buttram and Bob & Ray, CBS Radio stars. Tina Robbin and the Goofers, a comedy quartet, will also perform.

David Schoenbrun, CBS News Paris correspondent, will address the affiliates Wednesday afternoon on "World Affairs" and introduce a special "CBS News Around The World" presentation with remote pickups.

A closed meeting of affiliates will open the second day's sessions at 10 a.m. It will be followed by a question-answer period with network officials. Presidents of the various divisions of CBS Inc., and


TRANSCONTINENT...
Servicing and Selling
TTC
TRANSCONTINENT TELEVISION CORPORATION
Offices: 15 East 47th Street, New York City, PLaza 1-3030 • 70 Niagara Street, Buffalo, MOhawk 2600

CBS news correspondents from the U.S. and overseas will be guests at the final luncheon.

Frank Fogarty, WOW Omaha, heads the committee planning the convention, to be held at the Waldorf-Astoria with attendance of approximately 300 expected.

The convention will be preceded by a meeting of the Board of Directors of the CBS Radio Affiliates Assn. on Tuesday (Sept. 22).

• Media reports

KTLA (TV) plans • The new fall schedule at KTLA (TV) Los Angeles calls for 117½ hours of programming a week, of which 84½ hours, (72%), will be live. Jim Schulke, vice president in charge of Paramount Television Productions and general manager of KTLA, announced that 33 hours of filmed programming includes only six hours of theatrical motion pictures during evening hours. Virtually all of the station's new live shows also will be video taped for syndication through Paramount Television's distribution department.

CBS-TV agency shift • CBS-TV is moving its advertising account, estimated at more than $1 million a year, to BBDO after some 12 to 14 years with McCann-Erickson. The appointment was announced Wednesday (Sept. 9) by network President Louis G. Cowan. He gave no reason for the move but said it was effective immediately. CBS Radio's advertising is handled by Doyle Dane Bernbach.

XETV (TV) relocates • XETV (TV) Tijuana-San Diego will move from Park Blvd. to new, enlarged quarters on the second floor of the El Cortez Travolator Hotel, San Diego, by Oct. 1.

NBC additions • WQDY Calais, Me., and WMOA Marietta, Ohio, have joined NBC. WQDY is on 1230 kc with 250 w, owned by St. Croix Broadcasting Co., John H. Vondell Jr., vice president and general manager. WMOA is on 1490kc, 250w, owned by Marietta Broadcasting Co., R. Sanford Guyer, general manager.

Summer gains • Radio Advertising Bureau Inc., N.Y., swelled its membership roster by 113 stations during the months of June, July and August, it was announced last week by Warren J. Boorom, RAB vice president and director of member service. The total represents a 68% gain over the same period a year ago. Reaching the 1,000 station mark in June, RAB expects to meet its goal of 1,150 station members by the end of 1959, Mr. Boorom added.

WGN-TV rate card • WGN-TV Chicago has issued Rate Card No. 18. Some of the data: Increase of Class I and II for spots to four (Class AA, A, B and C) and those for programs from three to four (Class A, B, C and D).

Ladies' choice • American Women in Radio and Television Inc., N.Y., formerly located at 501 Madison Ave., has moved its national headquarters to 75 E. 55th St.

• Rep appointments

• KGHL-TV Billings, Mont., appoints Devney Inc., N.Y., as national sales representative.

• KCMK (FM) Kansas City, Mo., names Good Music Broadcasters Inc., N.Y.

• KIEV Glendale, Calif., names B-N-B Inc. Time Sales for West Coast.

• WLAM Lewiston, Me., appoints Everett-McKinney Inc., N.Y.

• KNGS Hanford, Calif., names B-N-B Inc. Time Sales, L.A. for West Coast.

COAST TO COAST

the Markets of America

Buffalo, N.Y. WGR-TV, WGR · Rochester, N.Y. WROC-TV

Scranton-Wilkes-Barre, Pa. WNEP-TV · Harrisonburg, Va. WSVA-TV, WSVA

San Diego, Calif. KFMB-TV, KFMB · Bakersfield, Calif. KERO-TV

REPRESENTED BY EDWARD PETRY & CO., INC.

THE LABOR BILL AND RADIO-TV

It promises relief from pressures unions have put on sponsors

Important new safeguards against blackmail picketing and secondary boycotts, problems that have haunted broadcasters for years, are provided in new labor legislation passed by Congress.

The labor bill (S 1555) was on President Eisenhower's desk late last week awaiting his signature.

Passage of the bill followed some of the most explosive hearings and pressure lobbying in Washington history. The hearings were sparked by racketeering revelations before the investigating committee headed by Sen. John L. McClellan (D-Ark.) and by less spectacular House and Senate committee investigations into broad labor relations problems.

In its final form, the legislation included most of the provisions voted by the House. These provided language dealing with loopholes in the Taft-Hartley Act by which unions were able to apply economic weapons against sponsors—neutral parties in broadcast labor disputes.

Both Sides Benefit • The legislation provides protection for both broadcasters and union members, according to Charles H. Tower, NAB personnel relations - economics manager. "The Taft-Hartley law contained a ban against secondary boycotts," Mr. Tower said. "At the time the law was enacted in 1947 it was clear that Congress intended to do away with all secondary boycotts.

"Loopholes began to appear in the law's boycott protection. One of these seriously affected broadcasters by allowing unions to put certain types of economic pressure on sponsors. In secondary-boycott lingo the sponsor is a secondary or neutral employer when the station becomes involved in a primary strike. Economic pressure on such a neutral is a secondary boycott."

Asked for an example of the way this secondary boycott operates, Mr. Tower said:

"Radio station WWWW (fictional) becomes involved in a primary collective bargaining strike. The striking

Meet the writers of the new labor legislation

Two members of the House of Representatives drew up the legislative language that gives broadcasters, along with all American business and industry, protection against blackmail picketing and secondary boycotts: Phil M. Landrum (D-Ga.) and Robert P. Griffin (R-Mich.).

They took the lead in hearings before a House Education & Labor Subcommittee, at which Rep. Landrum presided. They led the floor debate as the House overwhelmingly voted legislation providing real relief as against a Senate bill that was mostly silent on picketing and boycotts. Finally they held their ground in the Senate-House conference where final language was set.

Youngest of the pair is Rep. Griffin, 35, serving his second term in the House. A lawyer, he comes from the Michigan district that includes Muskegon and Traverse City. This district is heavily industrialized, serving the automotive industry around Detroit. Nearly half of its voters are union men.

Not Anti-Union • He gets rednecked when union lobbyists describe the new law as a union-busting bill sponsored by the National Assn. of Manufacturers. "Our job was to find what corrections were needed and to come up with suitable amendments to the Taft-Hartley Act," he said. "This is a constructive law which meets the minimum needs laid out by President Eisenhower and Secretary of Labor James P. Mitchell."

Rep. Griffin carried the brunt of the House and conference fight on boycott-picketing provisions. This critical language almost broke up the Senate-House conference. Last-minute rewriting and earnest leadership saved the conference and probably the whole effort to enact desperately needed labor legislation.

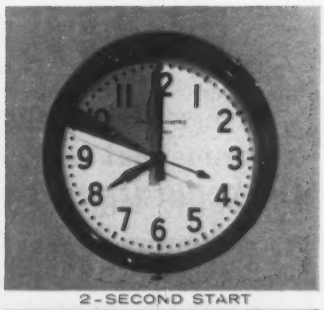
Rep. Landrum's role as chairman of the House investigating subcommittee was an important factor in the legislative campaign. Like Rep. Griffin and a vast majority of House members, he resisted the blatant and subtle maneuverings and pressures of union lobbyists in his desire to plug gaps in the labor laws.

Aged 49, Rep. Landrum is in his fourth House term. On occasion, he is heard referring to himself as "a country lawyer from the North Georgia hills."

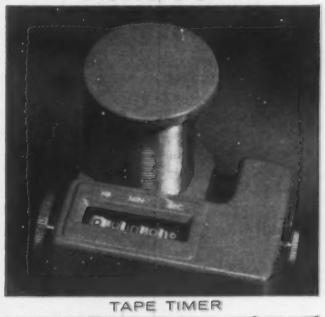
REP. LANDRUM

REP. GRIFFIN

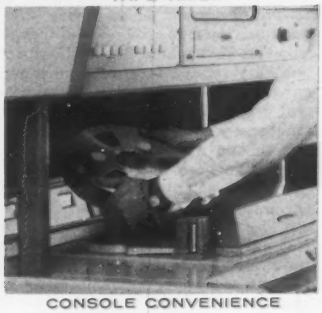
They led the crusade for new labor legislation



2-SECOND START



TAPE TIMER



CONSOLE CONVENIENCE

10-SECOND SPOTS — PRACTICAL AND PROFITABLE WITH AN AMPEX

Spot commercials pay off. And even 10-second spots become practical with an Ampex Videotape* Television Recorder. Here's how these Ampex exclusive features make it possible...

- **TAPE TIMER** *Locates the 10-second spot on a reel... measures in hours, minutes and seconds ... lets you set up 2, 3, 5 or 7 second cue-in for programming the 10-second spot.*
- **2-SECOND START** *Recorder is in full, stable speed fast... permits even a 2-second cue with a safety margin.*
- **WAIST HIGH TAPE DECK** *Permits loading of next commercial in seconds... reels lie securely without locks. Table top provides extra work space.*
- **AUTOMATIC BRAKE RELEASE** *Makes reels free wheeling... tape pulls easily for fast threading — without tape stretch or crease.*

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex. AMPEX HAS THE EXPERIENCE.

934 CHARTER ST. • REDWOOD CITY, CALIF.

VIDEOTAPE™

AMPEX CORPORATION
professional products division

Offices and Representatives in Principal Cities Throughout the World

*TM AMPEX CORP.

WNTA
RADIO

brings high fidelity
to commercial radio with
'LISTENING MAN'S FILTER'

BLONDER-TONGUE AUDIO BATON

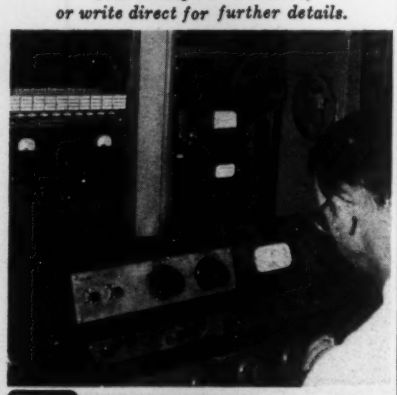
One of the nation's fastest growing AM and FM stations has scored an outstanding success with its listeners by bringing high fidelity sound to commercial radio. WNTA refers to the secret ingredient responsible for this as the "Listening Man's Filter". WNTA station manager, Irv Lichtenstein recently announced that the "Listening Man's Filter" is actually the Blonder-Tongue Audio Baton.

The station's chief engineer, H. L. Dabrowski, described the Audio Baton as follows: "L-M-F, the 'Listening Man's Filter' (Audio Baton) is an electronic device that emphasizes or de-emphasizes certain critical frequencies throughout the audio spectrum. It is a very refined form of tone control without the limitations of the average tone control device. The usual device tends to mask frequencies, other than those for which it is set, in the audio spectrum. L-M-F allows complete control of nine frequencies individually without any of the masking difficulties encountered in the past."

Not only does WNTA Radio use the Audio Baton during its daily broadcasts, but every hour on the hour, it dramatically merchandises this new sound...by demonstrating the difference between a musical selection played with and without the Baton. The difference is so striking that enthusiastic listeners have applauded it as a step forward to better musical broadcasts. Engineers, too, have deluged WNTA Radio with requests concerning the identity of the "Listening Man's Filter". Now, the secret is out—it's the Blonder-Tongue Audio Baton.

Perhaps you, too would like to improve the quality of musical broadcasts or recording at your station, the Audio Baton is a low-cost solution. Only $119.95.

Sold through distributors,
or write direct for further details.



B-T LABS
BLONDER-TONGUE LABS., INC.
9 Alling Street, Newark 2, N. J. Dept. B-9
hi-fi components • UHF converters • master TV systems • industrial TV systems • FM-AM radios

union goes to a retail store that buys time on WWWW and threatens to organize a customer boycott against the store unless it stops its WWWW advertising.

"This is a secondary sponsor boycott. It is a secondary boycott, pure and simple, because it involves economic pressure (or the threat of such pressure) directed towards a neutral employer to force him to stop doing business with the station.

"This type of secondary boycott was not covered by the language of the Taft-Hartley Act. That law prohibits the inducement of employees to refuse to perform work. It does not prohibit the inducement of customers to refuse to buy."

Depends on Interpretation • Mr. Tower was asked if the new law will take care of this problem.

"We hope and believe that it will," he said. "Certainly it will take care of certain types of secondary pressure directed at a sponsor. There's no way of stating flatly how far this relief will go in the case of broadcast stations. The exact amount of protection will depend on the way courts interpret the new law and the decisions of National Labor Relations Board."

How will this protection work?

"Even under the Taft-Hartley Act," Mr. Tower said, "a union could not induce the employes of a sponsor to refuse to perform work merely because the sponsor did business with a struck station. But the new law prohibits other types of economic pressure on a sponsor such as a picket line in front of a department store's customer entrances.

"It will also prevent harassing tactics such as switchboard jamming and telephone threat campaigns. We also believe the law, if properly construed, will prevent all types of inducement of consumers to refuse to buy from a sponsor who does business with a struck station."

The new law gives protection to economic strikers (employes who strike over wages, hours or working conditions). "Economic strikers will now be allowed to vote in a representation election," Mr. Tower said, "even though they have been permanently replaced provided the election takes place within 12 months after the beginning of a strike."

"Under the new legislation union members receive certain safeguards in regard to disciplinary actions by their unions as well as the right to be heard at meetings and the right to vote in a fairly held election."

No-Man's-Land Relief • Mr. Tower explained the new review language this way, "Several months ago the NLRB, in setting up jurisdictional standards, declared it could not takes cases involving radio or tv stations doing less than $100,000 a year. Before passage of the new law, such stations had no place to go in terms of a forum that would handle either elections or unfair labor practices. The new law allows the states to act in such cases."

He added, "broadcasters as businessmen and citizens, and employes both have a real stake in a democratic and honest labor movement. The new law provides advantages for both management and personnel."

Management's position in collective bargaining will be helped, according to Mr. Tower. "The law will not radically affect management-labor negotiations," he said. "Rather it is designed to eliminate some types of coercive tactics used by unions in setting up new bargaining units. This will not affect legitimate organizing activities.

"The effect should be to make unions more democratic but they still have all their basic rights to bargain collectively —and do an aggressive job of it.

"Organized labor now realizes that an aroused public will rise to demand correction where abuses prevail.

"It's both a good and a moderate law. The bulk of the language represents an attempt to guarantee democracy in unions and to make life difficult for gangsters and hoodlums who find their way into labor organizations. It's designed to strike at force and corruption in organized labor."

New law in brief

Secondary Boycotts • All employers, including broadcasters, get more protection against boycotting of neutral parties (sponsors, for example).

Blackmail Picketing • A coercive picketing designed to force employes to choose a union is greatly restricted.

No Man's Land • There is no longer a no-man's land where National Labor Relations won't take a case and the states cannot.

Representation Cases • Regional NLRB directors now have the power to decide such cases as well as conduct hearings.

Reporting • Employers as well as unions must file certain types of reports.

Rights of Unions • Members of unions now have a guarantee of fair play in internal union affairs.

Economic Strikers • They will vote along with their replacements during a 12-month period following the strike.

Programme

THE ELECTRONIC CURTAIN RISES . . . ENTERS "FORMAT - FIRST"
(IT'S MODERN GOOD MUSIC)

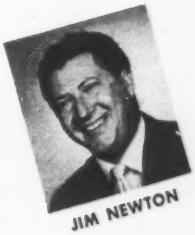
STELLAR ROLE **YOUR PRODUCT**

SUPPORTED BY A CAST OF TOP PERSONALITIES

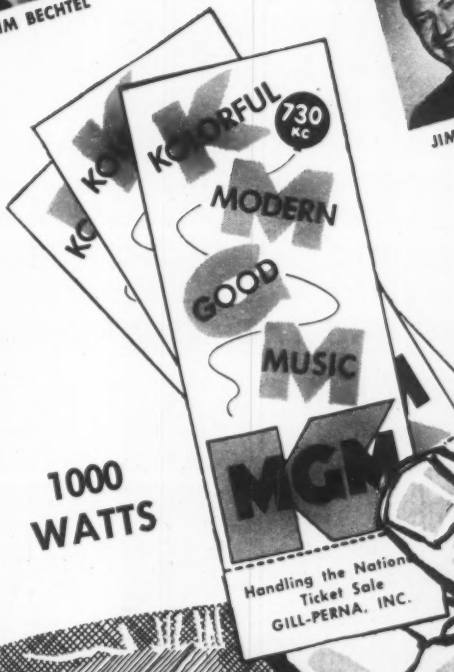
JIM BECHTEL

GEORGE SINGER

LOU MILLER


JIM NEWTON

BILL REED



HARRY CHAPMAN

1000 WATTS

KMGM
ALBUQUERQUE
RONNY KAHN V. P.

THE 86TH: MORE TALK THAN ACTION

In Congress' first session: much broadcasting activity, only one bill

The 86th Congress, nearing adjournment, has amassed this record on broadcasting matters:

• It introduced more than 250 bills affecting radio-tv.

• It collected thousands of pages of testimony at hearings on broadcasting subjects.

• It passed one measure of historic significance, amending the political broadcasting law to exempt all kinds of news programs from equal time rules.

(For an account of what still another action—the labor bill—means to broadcasting, see page 60.)

The session began last January amid predictions that it would smash the records of its immediate predecessors in investigations of broadcasting (BROADCASTING, Jan. 5). Although there was a radio-tv matter before one committee or another almost weekly, these expectations never quite materialized.

Several major broadcasting matters slated for public scrutiny never reached the hearing rooms. These included such subjects before the Senate Commerce Committee as the ratings investigation of Sen. A. S. (Mike) Monroney (D-Ala.), a continuing tv-allocations study begun five years ago, and a promised look into the Chicago network-labor squabble.

In spite of the 1958 disclosures of the House Legislative Oversight Subcommittee, nothing was done by either body about the 20-odd bills introduced to correct alleged failings in the Commission and regulated industry. No public sessions were held on pay tv, although Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, held several private meetings with the FCC and successfully stopped plans for an all-out test.

Sen. William Proxmire (D-Wis.) made known his plans to introduce a bill abolishing the FCC but as yet it has not been placed before Congress. Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, did nothing publicly about the several FCC reform proposals lodging in his committee, including one drafted "ripper" bill.

The Senate did pass Sen. Magnuson's bill (S 1965) which would keep a commissioner in office after his term expired and until a successor could be appointed by the President and approved by the Senate (BROADCASTING, Aug. 10). The House has taken no action on the bill. Several other communications bills were passed by the Senate with the House taking no action.

The One Action • The only measure acted on by both bodies, S 2424, exempts newcasts, news interviews, news documentaries and on-the-spot coverage of news events from Sec. 315 (equal time demands) of the Communications Act (see below).

In prior Congresses, a network regulation bill had been lodged in the Senate but last February, Rep. John Bennett (R-Mich.), introduced a bill (HR 5042) in the House to give the Commission direct licensing power over the networks (BROADCASTING, March 2).

Congressional adjournment will not give broadcasting a respite, however. Both Commerce Committees have announced investigations into the tv quiz scandal with the House Oversight Subcommittee planning public hearings the week of Oct. 6 (see below). Late fall hearings are a probability for a special small business subcommittee established to investigate the availability of tv programming to small advertisers (BROADCASTING, March 23). This subcommittee is headed by Rep. Charles Brown (D-Mo.).

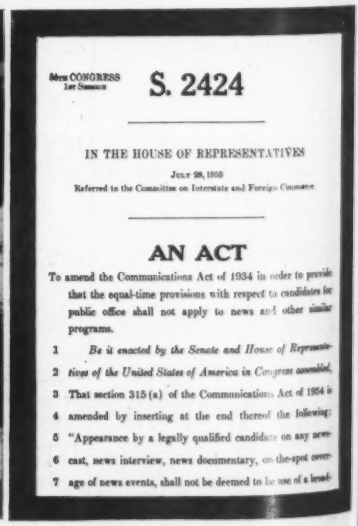
Major industry matters aired during the first session of the 85th Congress follow:

Equal time • The only change in broadcasting regulations the 86th Congress has made to date was one of vital concern to radio-tv news coverage. S. 2424, as passed by both houses, exempts newscasts, news interviews, news

Continues on page 81

BROADCASTING AND THE CONGRESS

WEEKS OF HEARINGS



86TH CONGRESS
1st Session

S. 2424

IN THE HOUSE OF REPRESENTATIVES

JULY 29, 1959

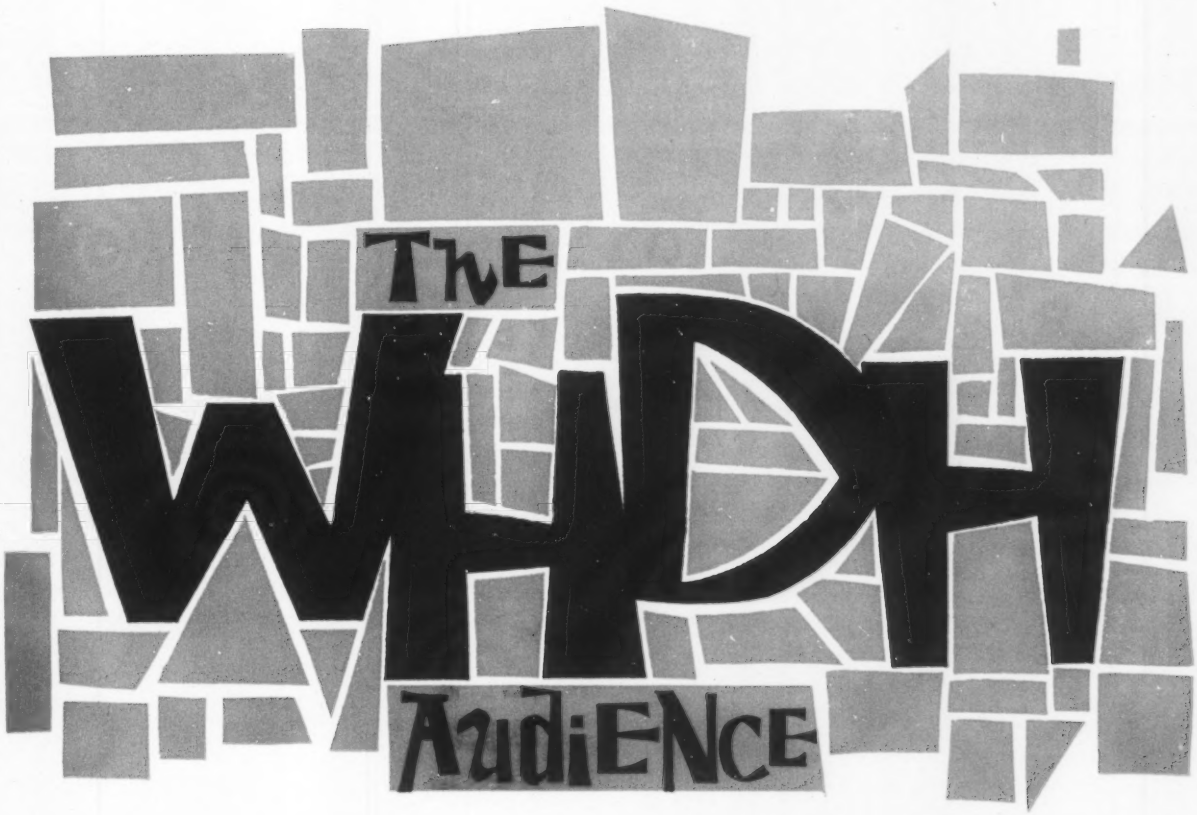
Referred to the Committee on Interstate and Foreign Commerce

AN ACT

To amend the Communications Act of 1934 in order to provide that the equal-time provisions with respect to candidates for public office shall not apply to news and other similar programs.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 315 (a) of the Communications Act of 1934 is amended by inserting at the end thereof the following: "Appearance by a legally qualified candidate on any newscast, news interview, news documentary, on-the-spot coverage of news events, shall not be deemed to be use of a broad-

MAJOR BILL



WHDH-Radio reaches an audience of over one million five hundred thousand families. On the following pages is an IMAGE STUDY of more than one million unduplicated families who listen to 50,000 Watt WHDH every week.

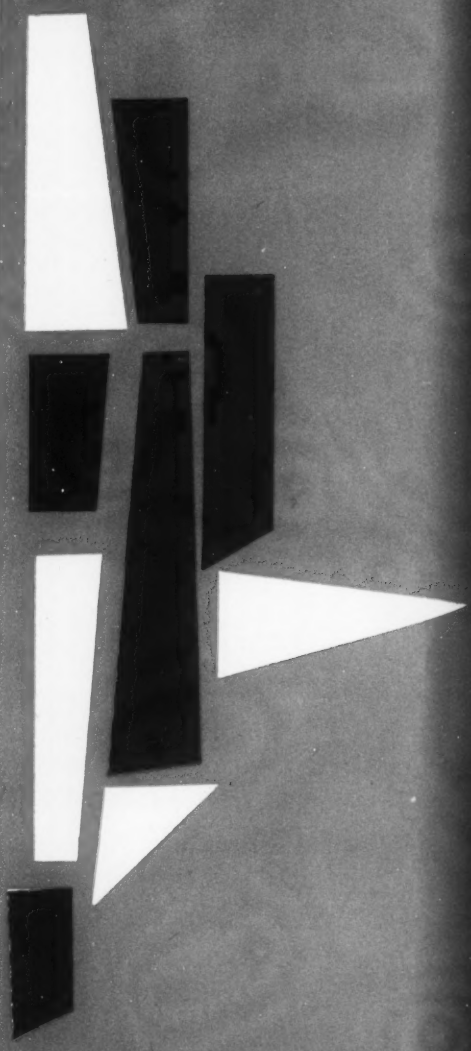
This is a New Era of Radio.

There are now three radios for every family in the United States — car radios in seven out of ten automobiles — ten million portable radios — a staggering total of 146,200,000 radios that reach an audience EVERYWHERE.

Yet in this New Era of Radio there is a vast difference among radio stations. It is a measurable difference. It is a difference that is the result of management, programming, personnel and attitude. It is a difference that attracts a different audience to different stations. It is a difference of tremendous importance to advertisers. To measure this difference and to determine the character of the WHDH audience, Pulse, Inc. has recently completed an Image Study Of The New England Radio Audience.

The study was conducted in the WHDH 25 county coverage area where during the past seven years 663,800 Pulse interviews have been completed. These interviews have consistently shown WHDH to have the largest audience of any New England station.

It was this area that formed the basis of the recent WHDH study "Radio's Five Years Of Great Change" published in the summer of 1958. The extensive interest in our original research was the determining factor in our decision to further "Probe In Depth" the character of the more than one million five hundred thousand families who listen to WHDH. Of the 8,000 families surveyed in the 1959 WHDH area study, a representative sample of 1,000 men and women 15 years of age and older were interviewed in depth. This research was undertaken to answer the question generally asked as to what kind of people listen to any given radio station. The results of this study, the first of its kind ever undertaken, are shown on the following pages.



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

Q HOW MUCH MONEY DID YOU (YOUR WIFE, LADY OF THE HOUSE) SPEND FOR FOOD AND GROCERIES IN THE PAST SEVEN DAYS?

	WHDH	*AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than $21.00	252,200	214,900
$21.00 to $29.00	319,900	219,980
$30.00 to $39.00	297,900	183,360
$40.00 & Over	171,900	98,200
$30.00 & Over	469,800	281,560

632,400

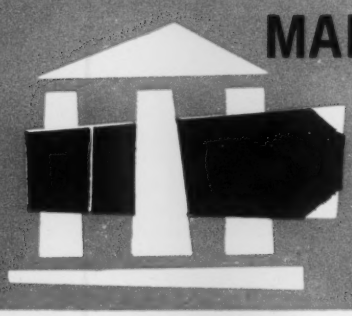
MAINTAIN CHARGE OR CREDIT ACCOUNTS IN DEPARTMENT STORES

Q SOME PEOPLE FIND IT MORE CONVENIENT TO USE CHARGE ACCOUNTS TO PAY BILLS BY THE MONTH WHILE SOME PEOPLE PREFER TO PAY FOR EACH PURCHASE AT THE TIME THEY BUY. DO YOU, OR ANY MEMBER OF YOUR FAMILY HAPPEN TO HAVE A CHARGE ACCOUNT OR CREDIT PLAN IN ANY DEPARTMENT STORE?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have an Account	**632,400**	382,200

518,900

MAINTAIN A CHECKING ACCOUNT



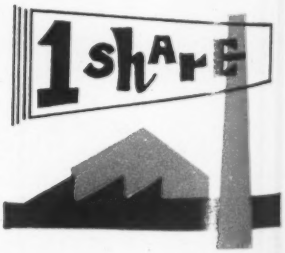
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have Checking Account	**518,900**	278,380

286,500

OWN STOCKS AND BONDS

Q SOME BIG CORPORATIONS PRIDE THEMSELVES IN KNOWING HOW MANY AMERICANS OWN STOCK IN THE COMPANY. DO YOU, OR THE HEAD OF THE FAMILY OWN STOCKS OR BONDS OR SECURITIES IN ANY COMPANY?

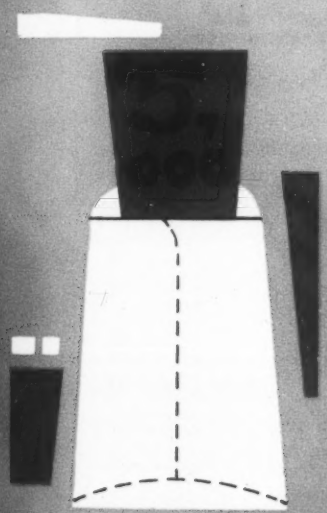
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Owner	**286,500**	158,620



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

542,800

EARN $5,000 A YEAR OR MORE



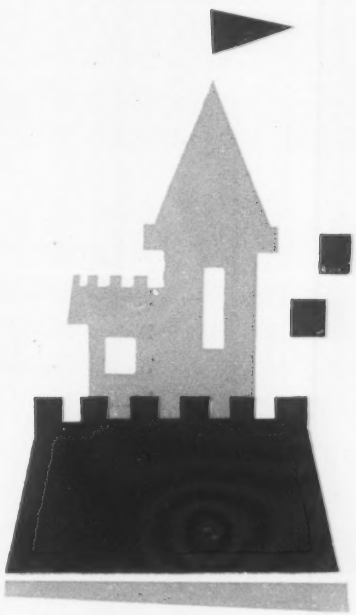
Q WHAT IS THE TOTAL AMOUNT OF YOUR ENTIRE FAMILY INCOME A YEAR? THAT IS, THE SALARIES OF ALL THE WORKING MEMBERS AND THEIR INCOME SUCH AS INVESTMENTS AND BUSINESS OPERATIONS.

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than $2,000	28,100	28,700
$2000 to $2999	77,100	64,600
$3000 to $4999	362,600	297,840
$5000 to $7499	368,800	239,260
$7500 or More	174,000	68,580
$5000 & Over	542,800	307,840

433,400

OWN THEIR OWN HOME

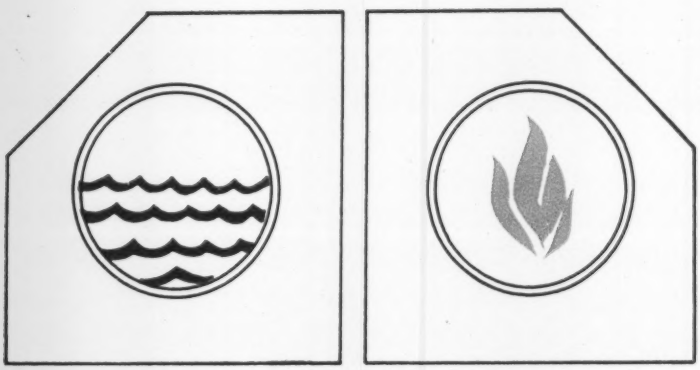
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Home Owner	433,400	297,020



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

838,800

OWN EITHER AN AUTOMATIC WASHER OR DRYER OR BOTH



	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Air Conditioning	12,500	5,260
Freezer	57,300	32,860
Dishwasher	37,500	23,640
Washing Machine	712,700	461,680
Laundry Dryer	126,100	66,840

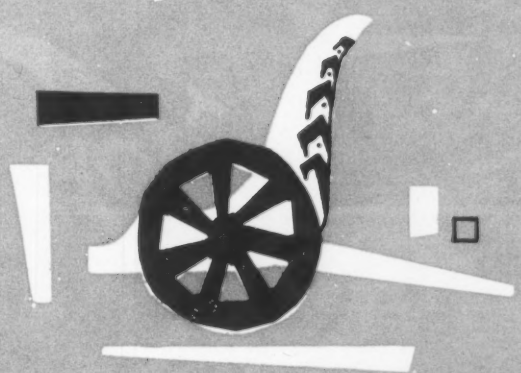
OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

826,200

OWN THEIR OWN AUTOMOBILE

Q DO YOU, OR ANY MEMBERS OF YOUR FAMILY, OWN AN AUTOMOBILE?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have Automobile	826,200	484,280



491,600

BOUGHT THEIR CAR NEW

Q WAS IT BOUGHT NEW OR USED?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
New	491,600	243,540
Used	334,600	240,740

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

Q WHAT YEAR MODEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
1958-1959	101,600	56,280
1956-1957	220,600	97,100
1954-1955	166,900	119,820
1952-1953	142,900	101,360
1950-1951	125,600	64,220
1949 & Under	68,600	45,500
1956-1959	322,200	153,380

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

516,800

TRAVELLED ON THEIR VACATION

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Made Vacation Trip	516,800	317,780

114,200

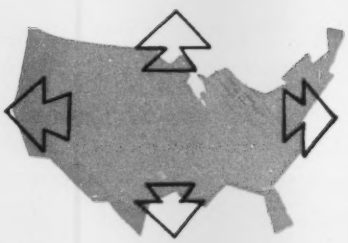
SPENT MORE THAN $500.00 ON THEIR VACATION

Q ABOUT HOW MUCH DID THE ENTIRE TRIP COST?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
$200.00 to $499.00	104,400	87,820
$100.00 to $199.00	129,200	79,480
Under $100.00	126,100	88,400
Not Reported	42,900	19,900
$500.00 & More	114,200	42,180

116,300

TRAVELLED BEYOND THE CONTINENTAL LIMITS OF THE UNITED STATES



	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Massachusetts	116,300	65,360
Other New England	189,700	128,160
Other Travel Within Continental Limits	125,600	100,180
Beyond Continental United States	116,300	35,500

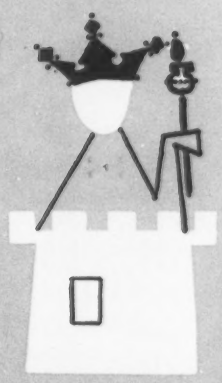
Q HOW DID YOU (HE) TRAVEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Auto	393,800	228,840
Railroad	21,700	29,340
Plane	80,100	41,160
Bus	24,800	12,020
Ship	12,400	9,760

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

854,400

HOUSEWIVES DO NOT WORK AND ARE AT HOME



Q DOES THE HOUSEWIFE (LADY OF THE HOUSE) GO TO WORK OR BUSINESS?

Employment	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Full Time	107,300	62,280
Part Time	80,200	47,020
Not Employed	854,400	607,120

780,400

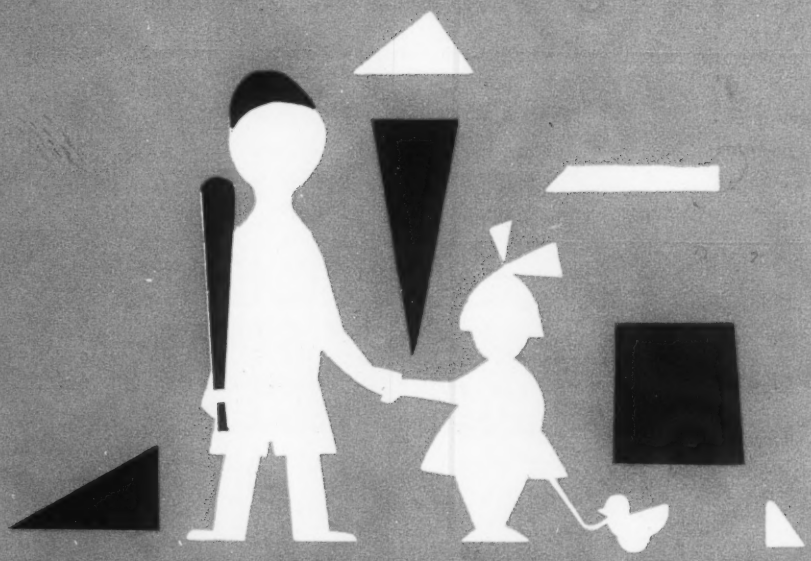
HOUSEWIVES ARE LESS THAN 50 YEARS OF AGE

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Under 25	49,000	38,000
25 to 34	276,100	152,420
35 to 49	455,300	300,880
50 & Over	261,500	225,100

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

590,800

HAVE CHILDREN 11 YEARS OF AGE OR YOUNGER



Q HOW MANY CHILDREN IN YOUR FAMILY ARE 11 YEARS AND YOUNGER?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Younger Children	**590,800**	356,040
No Younger Children	**451,100**	360,380
Number of Children		
One	**179,000**	123,820
Two	**199,700**	120,860
Three & More	**212,100**	111,360

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

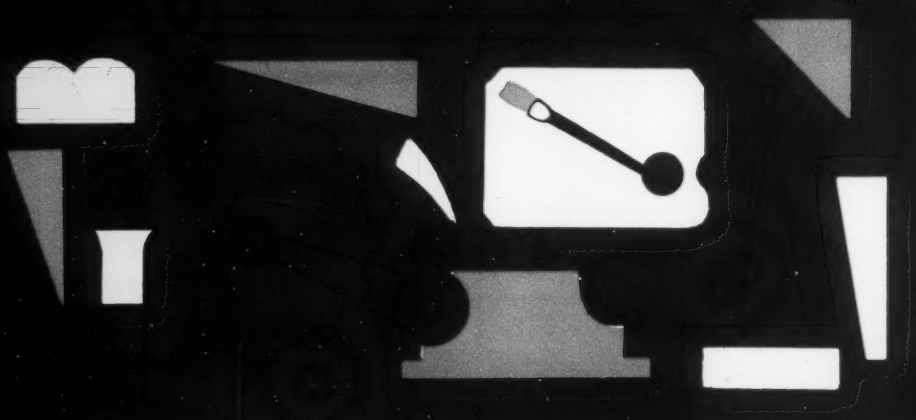
461,600

REGULARLY OR OCCASIONALLY ATTEND SPORTING EVENTS

Q DO YOU GO TO SEE SPORTING EVENTS SUCH AS BASEBALL, FOOTBALL, BOXING, HOCKEY, BASKETBALL, ETC?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Regularly	**89,600**	30,620
Occasionally	**372,000**	199,320
Seldom	**506,400**	346,760
Never	**74,000**	139,700

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK



Q WHAT KIND OF WORK DOES THE HEAD OF THE FAMILY DO?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Professional & Semi-Professional	122,900	64,860
Executive, Proprietor, Manager	107,300	51,060
Clerical & Sales	175,100	104,460
Craftsmen	181,300	137,560
Operators & Manual	199,000	142,780
Service Worker	64,600	53,780
Farmer, Farm Work	12,500	9,860
Police & Military	12,500	18,280
Retired, Student, Unemployed	122,900	108,880
Not Reported	43,800	24,880
Professional, Semi-Professional, Executive & Clerical	405,300	220,380

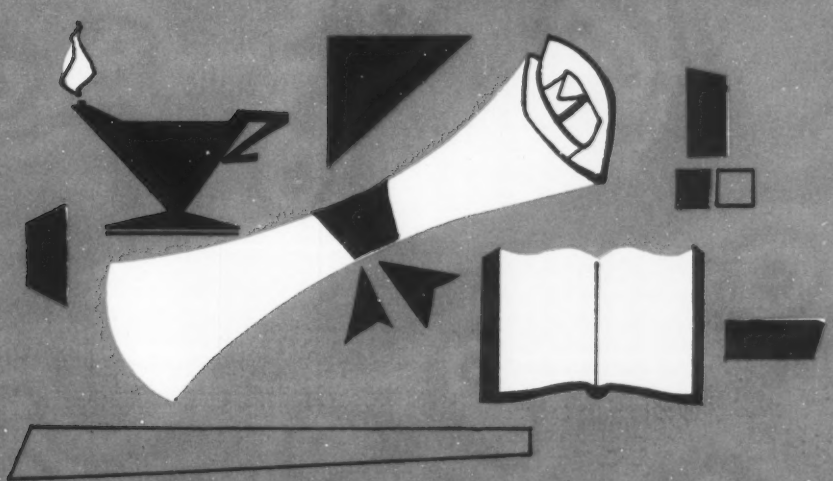
OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

725,100

ARE GRADUATES OF HIGH SCHOOL OR BEYOND

Q WHAT WAS THE LAST GRADE IN SCHOOL OF THE HEAD OF THE FAMILY?

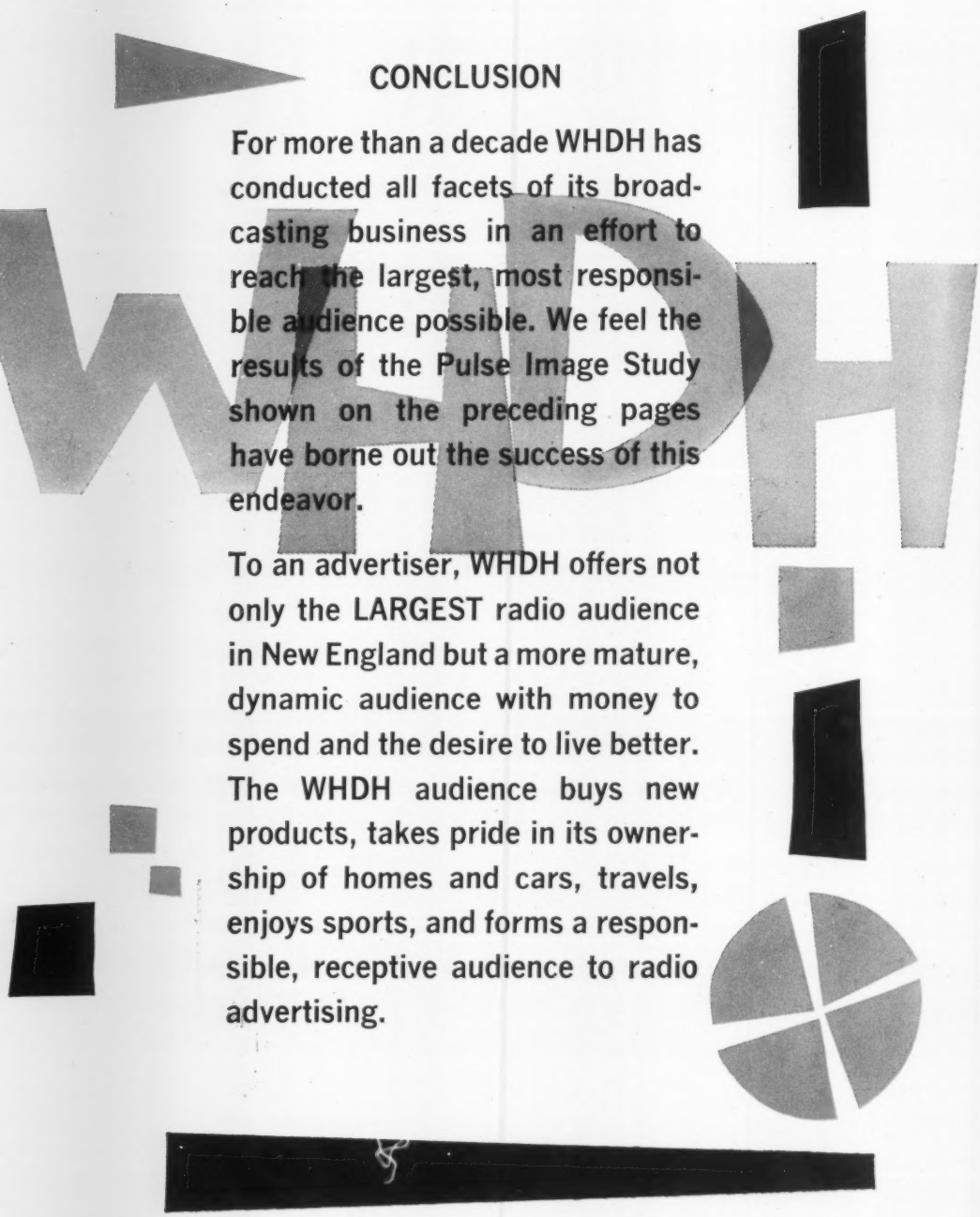
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Some Grade School Or Less	55,200	57,620
Grade School Graduate	58,300	87,280
Some High School	203,200	178,500
High School Graduate	528,200	294,220
College & Beyond	196,900	98,780
High School Graduate, College & Beyond	725,100	393,000



CONCLUSION

For more than a decade WHDH has conducted all facets of its broadcasting business in an effort to reach the largest, most responsible audience possible. We feel the results of the Pulse Image Study shown on the preceding pages have borne out the success of this endeavor.

To an advertiser, WHDH offers not only the LARGEST radio audience in New England but a more mature, dynamic audience with money to spend and the desire to live better. The WHDH audience buys new products, takes pride in its ownership of homes and cars, travels, enjoys sports, and forms a responsible, receptive audience to radio advertising.



Represented Nationally
By
John Blair and Company

Continued from page 64

documentaries and on-the-spot coverage from Sec. 315 of the Communications Act.

The "who's who" of broadcasting descended on Washington in large numbers during both House and Senate hearings on several bills reversing the FCC decision that a candidate is entitled to equal time when his opponent appears on a news show. The furor started last February when the Commission made its ruling in the Chicago mayor's race (BROADCASTING, Feb. 23).

Members of Congress and broadcasters decried the decision as one which would keep the American public ignorant of vital election issues through a forced cutdown of radio-tv coverage of electioneering. Rep. Glenn Cunningham (R-Neb.) introduced the first bill (BROADCASTING, March 16) reversing the 4-3 FCC ruling.

President Eisenhower called the decision "ridiculous" and FCC Chairman John Doerfer plumped for outright repeal of Sec. 315 (BROADCASTING, March 23). A score of other legislators soon joined Rep. Cunningham in introducing corrective legislation, with Sen. Vance Hartke (D-Ind.) urging a change going far beyond a reversal of the Chicago-Lar Daly decision.

Sen. Hartke was the prime force behind efforts to get hearings on the legislation, with Sen. John Pastore's (D-R. I.) Senate Commerce Communications Subcommittee beginning a 5-day airing in June (BROADCASTING, June 22). That same week, in the face of stiff opposition by the Justice Dept., FCC reaffirmed its equal time ruling.

Rep. Harris' House committee held hearings the week after Sen. Pastore closed his, with both chairmen promising broadcasters a change would be made. Senate passage followed late in July (BROADCASTING, Aug. 3) and the House approved a slightly different version three weeks later (BROADCASTING, Aug. 24), both on voice votes.

The conference that followed turned into a stormy session with Rep. John Moss (D-Calif.) objecting to language in the report making it clear that such programs as *Face the Nation* and *Meet the Press* would be exempt from equal time demands. Rep. Moss refused to sign the conference report and led an unsuccessful fight against the amendment when the conference version was before the House. It passed 142-70 on Sept. 2 and the next day the Senate again approved by a voice vote (BROADCASTING, Sept. 7).

Community antennas and boosters • Senate activity in community antenna and booster legislation began in the first week of the new Congress and continued until the final days. Although no legislation was passed by either body, Hill "pressure" succeeded in getting the FCC to back down several times on efforts to force "illegal" vhf boosters off the air. (Community antenna systems serve subscribers by wire. Boosters are unauthorized vhf repeaters, of simple design and low cost, which pick up, amplify and rebroadcast, the signal of a distant authorized station.)

Last January, a Senate Commerce Committee staff report, authored by special counsel Kenneth Cox, hit FCC for its "haphazard manner" of handling problems related to providing tv service to sparsley populated areas (BROADCASTING, Jan. 12). The report maintained the Commission has the authority and must exert control over catv and that the FCC should take immediate action to legalize boosters.

Periodic outbursts were made on the floors of both houses against FCC edicts telling the boosters to go dark. Sens. Frank Moss (D-Utah) and James Murray (D-Mont.) introduced S 1886 to legalize vhf boosters. Sen. Mike Monroney (D-Okla.) sponsored legislation (S 2303) which would place catv under FCC control.

The committee held hearings on the two bills in July (BROADCASTING, July 20), with a stream of broadcasters, catv operators and present and former members of Congress testifying. The FCC has resisted all efforts to give it jurisdiction over catv, maintaining community antennas are a common carrier and not a broadcasting service. The catv operators asked for federal regulation but denounced proposals which would require them to receive permission from a station before repeating its programs—a condition sought by most tv station operators who testified.

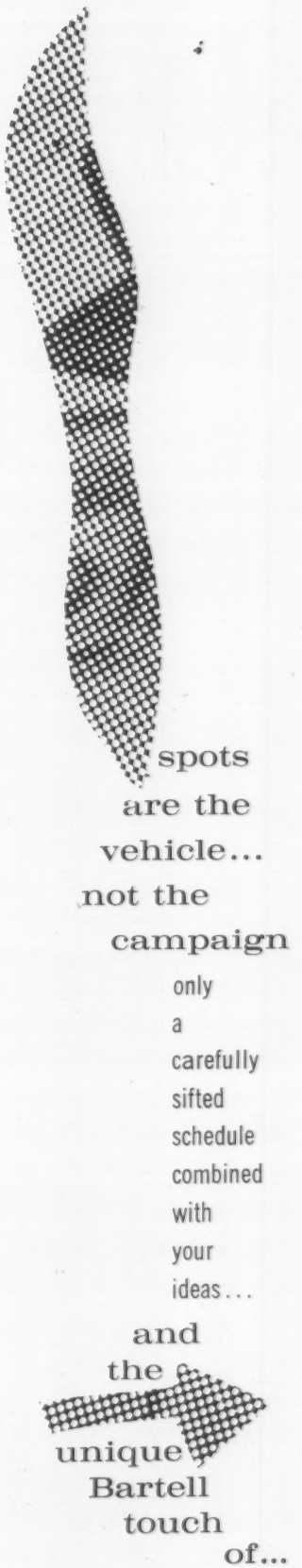
Sen. Magnuson's committee favorably reported both bills to the full Senate a fortnight ago after adding far-reaching amendments to the catv bill (BROADCASTING, Sept. 7). Thirty-nine catv and booster bills were introduced in the House but no hearings were held in that body.

Spectrum investigation • A tug-of-war over who, if anybody, would conduct an investigation of frequency space assignments continued between the legislative and executive branches of government. The White House proposed that a committee appointed by the President conduct the study (BROADCASTING, Feb. 9). This proposal met immediate and violent Hill opposition and Rep. Harris asked for, and secured, $150,000 from the House for a study by his Communications Subcommittee.

Congress has two motives in pushing for a spectrum investigation:

(1) A desire to make more vhf space available for tv.

(2) An accounting of what space is



SALESMANSHIP
SHOWMANSHIP
SCHOLARSHIP

MAKE
A
BARTELL
SCHEDULE
A
CAMPAIGN

Six stations in six cities. Each with a snap, a sound, a "feel" jigsawed within its own community. Yet each has a quality of creativity that is akin to all others and common only to Bartell Family Radio.

SALESMANSHIP is ingrained in every air personality and a part of the Bartell station acceptance that puts every campaign in orbit.

SHOWMANSHIP is in the production that arrests, sparks and entertains.

FAMILY BARTELL RADIO

SCHOLARSHIP is inherent in the thought, planning and pre-testing of every unit of sound that is broadcast.

These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity – or even sympathy – you'll get good ideas! (Ask Needham Louis & Brorby in Chicago.)

assigned the military and how that space is being utilized.

Many congressmen, led by Rep. William Bray (R-Ind.), feel that much government space is being wasted while at the same time the military hopes to appropriate additional frequencies now used by broadcasting and other non-government services. They fear a White House investigation will be "stacked" in favor of the military.

Rep. Harris' subcommittee held a two-day panel discussion on the spectrum last June (BROADCASTING, June 15) with participants from the industry, government and military. Several favored the creation of a new authority to make both government and non-government assignments. Under the Communications Act, the President is charged with the responsibility of allocated space to the government while the FCC makes all other assignments.

Following the panel, Rep. Harris introduced a new bill (HR 8426) which would establish a Federal Allocations Board with authority to divide the radio spectrum among all users—government and non-government. (BROADCASTING, Aug. 3). He said hearings would be held on this measure but a date has not been announced.

Legislative oversight • After its headline investigations of a year ago, the House Subcommittee on Legislative Oversight was relatively quiet during the past eight months. This uneasy calm will likely be shattered, however, when the subcommittee begins its Oct. 6 hearings into the tv quiz scandals (see story, page 90).

The subcommittee began the year with its report on the 1958 investigations, which recommended sweeping changes in many FCC functions and activities (BROADCASTING, Jan. 5). Rep. Harris, subcommittee chairman, introduced HR 4800 carrying out many of these changes but no action has been taken. The chairman has announced that hearings will be held on the bill early next year.

Over 20 other bills dealing with ex parte contacts, improper influence, FCC procedures and other corrective legislation were introduced as a result of the Legislative Oversight disclosures. All still are lodged in various committees.

The oversight subcommittee was officially revived in February with a $200,000 appropriation. New members appointed included Reps. Walter Rogers (D-Tex.), William L. Springer (R-Ill.) and Steven B. Derounian (R-N.Y.). Robert W. Lishman was reappointed chief counsel.

Late in July, Rep. Harris announced the subcommittee's tv quiz investiga-

WSM-TV's recently completed tower (tallest in the Central South) is merely one more step in an engineering policy which constantly asks one simple question;

"What does it take to send a better picture to more people?"

As partial answer to this continuing quest, WSM-TV has given the Nashville market a unique series of engineering firsts . . . micro-wave relays, key effects equipment, zoom lenses, color equipment, live remote units . . . The list is long. The results impressive. The Central South has come to count on WSM-TV for clearer, more professional telecasting . . .

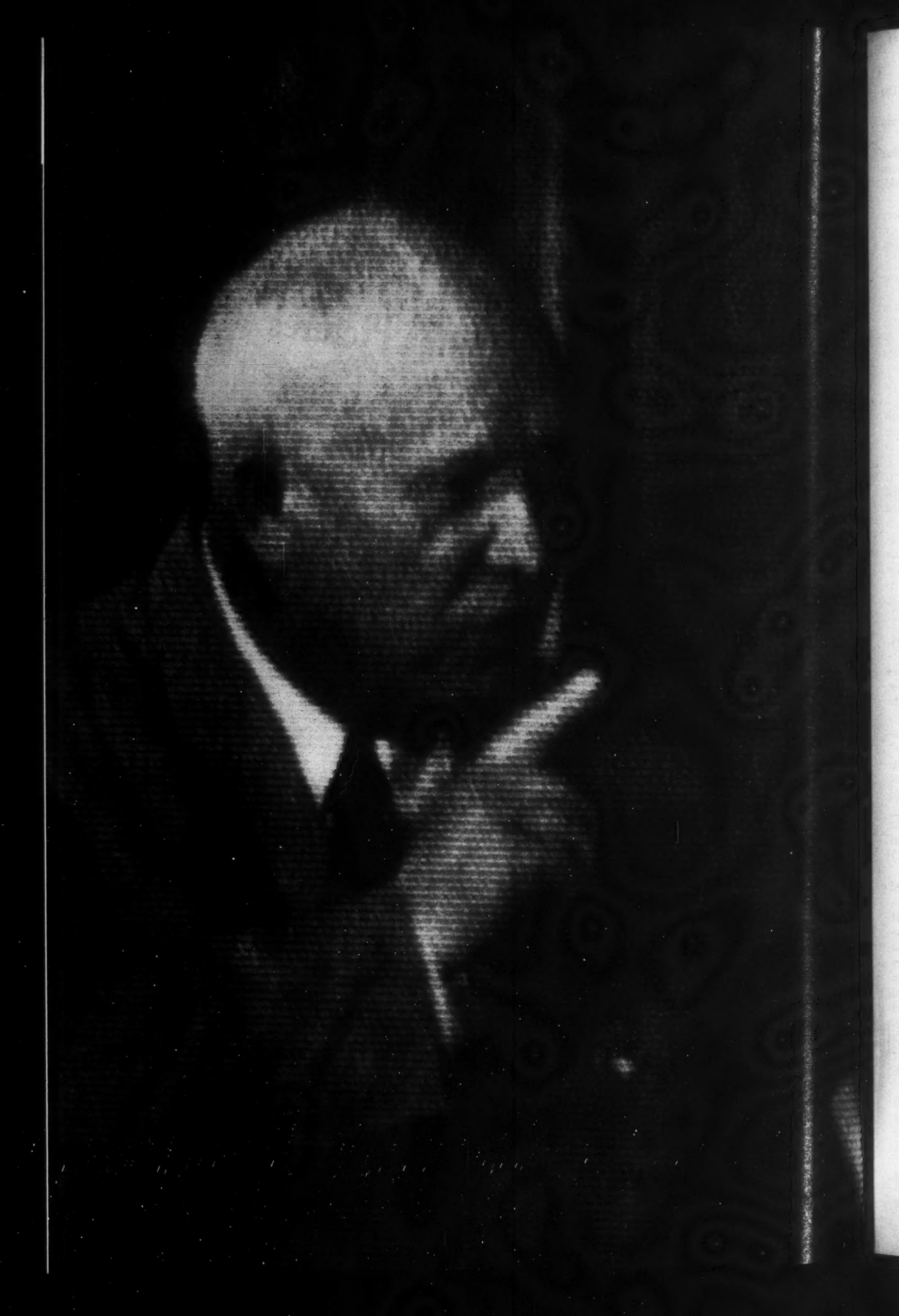
Ask Hi Bramham or any Petry man how better engineering adds volume and tone to the WSM-TV symphony of sales. It's hi-fi listening if you want to ring cash registers in the Nashville market.

WSM TV
CHANNEL 4

Nashville, Tennessee

Represented by PETRY

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY



KHRUSHCHEV'S THIRD VISIT

When Mr. Khrushchev sets foot on American soil for the first time, you will be two long steps ahead of him.

Thus far, you know more about him than he does about you. You have seen him in different moods and circumstances. You know how he walks and talks and laughs and looks. And on the basis of this eyewitness experience you have been able to form an impression of how he thinks.

Your first meeting with him was on the memorable **FACE THE NATION** interview in the Kremlin, broadcast over the CBS Television Network on June 2, 1957.

The decision to present this broadcast was an extremely important one for electronic journalism. For it was clearly predictable there would be people who would consider that enabling Mr. Khrushchev to face our nation was a propaganda victory for the Communist world. It was decided, nevertheless, that the American people, in Thomas Jefferson's words, could be "safely trusted to hear everything true and false and form a correct judgment between them."

It was an event that was acclaimed *almost* without exception as the most useful, enterprising and extraordinary achievement in the history of electronic journalism.

Your second searching look at Mr. Khrushchev occurred only last July when all the television networks brought you his rough and tumble tour of Moscow with Vice President Richard M. Nixon. Though you might have read every word in your newspaper that passed between Mr. Nixon and Mr. Khrushchev—you could never have understood them so clearly as when you observed every gesture, expression and inflection of their voices.

During the next two weeks you will have a third opportunity to penetrate the nature and personality of the leader of the Communist world.

As Mr. Khrushchev travels through our cities and towns and factories and farms, we hope he receives as clear and objective an impression of us as we will receive by reading our free newspapers and watching him on our free television screens.

Whatever comes of this historic visit, network television will make its unique contribution by providing the kind of information and understanding that can only result when people can see for themselves.

CBS NEWS will report Mr. Khrushchev's visit fully on 35 regularly scheduled network news broadcasts. The network will also break into its schedule with special broadcasts whenever important events demand immediate coverage.

Seven of these special broadcasts will be sponsored by the Firestone Tire and Rubber Company as part of a series of 14 that began with the President's recent visits with the heads of state in Europe and will conclude with his projected trip to Moscow.

In joining forces with CBS NEWS, Firestone can be confident that it is working with the most experienced and celebrated news organization in television today.

By helping the American people become an eyewitness to history, Firestone is one of a growing number of important American companies who recognize that good citizenship and good business can proceed from a single act of sponsorship.

THE CBS TELEVISION NETWORK

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is No. 1 in adult listenership, per 100 homes, throughout the entire 24 hour broadcast day! And Pardner, WSUN delivers more homes, at the lowest cost per home of any station in the heart of Florida!**

*Pulse, 6-'59
**NCS2

24 HOUR SERVICE TO THE SUNCOAST
FLORIDA
SUNCOAST
620KC
WSUN
TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

tion, just hours before the Senate Commerce Committee made known its plans to explore the same fertile field (BROADCASTING, Aug. 3). Both committees received court authority for access to secret New York grand jury testimony.

Sports antitrust exemption • Both arms of Congress again wrestled with legislation exempting professional team sports from antitrust laws—and, as in 1958, broadcasting was outspoken in opposing the bills which would authorize a blackout of radio-tv coverage.

The first of many bills similar to those which died in the 85th Congress were introduced early in the new session. Most would authorize a blackout of radio-tv coverage within 75 miles of the location of a team on the days that team plays at home. In addition, the bills gave the four sports—baseball, basketball, football and hockey—an unqualified exemption from antitrust laws in certain geographical areas. It was this provision which caused great concern among broadcasters late in the session (BROADCASTING, Aug. 17).

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Judiciary Subcommittee, introduced a bill placing the sports under antitrust laws and then spelling out areas of exemption. The FCC would be responsible for ruling that a sports blackout would be in the public interest under the Kefauver bill.

Hearings were held by the Kefauver subcommittee in late July (BROADCASTING, Aug. 3) and as a result a new committee bill was drafted excluding baseball. Sen. Kefauver pointed out that baseball already has been ruled exempt by Supreme Court decisions and that more study is needed before a bill can be drafted including that sport. The latest bill was approved by the Antitrust Subcommittee and now is before the full Judiciary Committee.

Three days of House hearings were held on sports legislation early this month by the Judiciary Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.). During these hearings, emphasis was placed on the radio-tv provisions of the six pending House bills.

FCC housekeeping • Last winter, the FCC sent seven recommended changes in the Communications Act to Congress. The Senate passed five of them, plus a sixth compromise bill between the FCC and the Federal Communications Bar Assn. (BROADCASTING, Aug. 31, 24).

The bills now are before the House Commerce Committee awaiting approval by that body, whose chairman has given no indication whether the bills will be taken up next session. The measures which passed the Senate:

S 1735—repeals commissioners' authority to accept honorariums.

S 1736—removes the provision that certain documents and applications must be sworn before being filed with Commission.

C 1737—authorizes FCC to levy small fines in the common carrier, safety and special fields for violations of its rules.

S 1738—gives commissioners more latitude in use of the review staff.

S 1740—clarifies FCC authority to regulate rates of common carriers in their use of microwave for radio communications just as wire services are regulated at present.

S 1898 (Federal Communications Bar Assn. proposal)—establishes a "pre-grant" procedure for protestants to follow. S 1898 was accepted by the Commission after the FCBA agreed to withdraw its opposition to S 1738.

The FCC also had recommended that all ex parte contacts be banned (S 1734) but this measure was passed over because of an investigation into the same subject by the Senate Subcommittee on Administrative Practices & Procedures. The Communications Subcommittee of the Senate Commerce Committee held hearings on all the bills in June (BROADCASTING, June 15).

Senate oversight • Last February, the Senate Judiciary Committee established a permanent Subcommittee on Administrative Practices & Procedures amid rumblings it would constitute the Senate's answer to the House Legislative Oversight Subcommittee (BROADCASTING, Feb. 16).

The subcommittee, its enabling legislation said, was to conduct "a full and complete study and investigation" of government departments and agencies. Sen. John Carroll (D-Colo.) is the chairman with Sens. Everett Dirksen (R-Ill.) and Philip Hart (D-Mich.) members of the three-man body.

During the subcommittee's first and only hearings to date on ex parte contacts, Sen. Dirksen caused an uproar when he said off-the-record conversations with commissioners are the "most natural thing in the world." The hearings were on S 2374, an American Bar Assn. proposal to ban off-the-record contacts with commissioners, and S 600 to establish an office of Federal Administrative Practice.

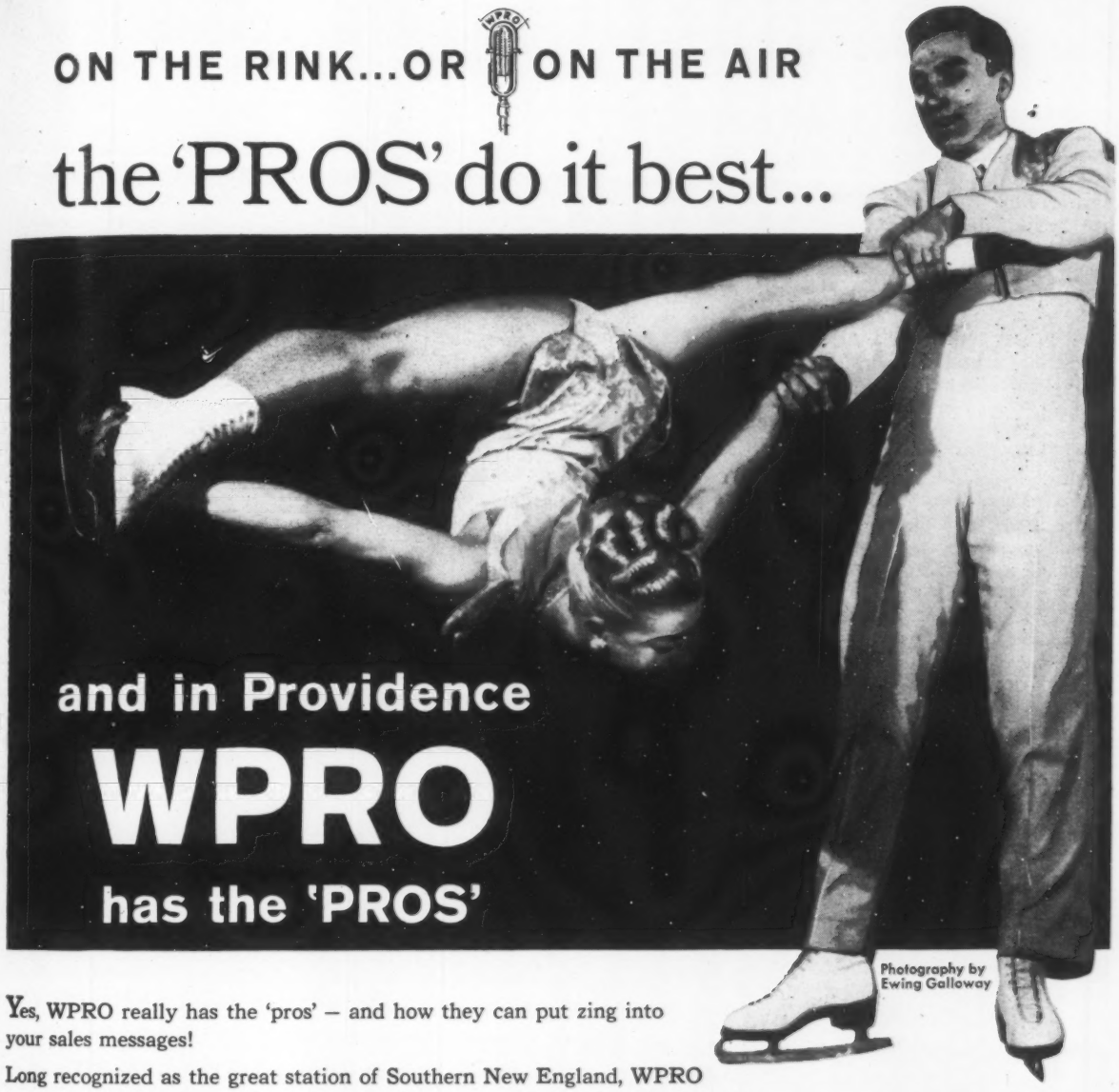
No action has been taken on either bill and the subcommittee has not announced a future course of action.

International treaties • The North American Regional Broadcasting Agreement fared no better during the first session of the 86th Congress than in every other Congress since 1950.

Ratification by the Senate was held

ON THE RINK...OR ON THE AIR

the 'PROS' do it best...



and in Providence

WPRO

has the 'PROS'

Photography by Ewing Galloway

Yes, WPRO really has the 'pros' – and how they can put zing into your sales messages!

Long recognized as the great station of Southern New England, WPRO is moving steadily forward under the Capital banner. Making spectacular gains in metro Hoopers. Maintaining top-position in the six-county Area Pulse.

for example, here's real PRO-FORMANCE

In just three months after introducing a bright new pattern into afternoon programming – with Jack Spector as chief 'pro' at the mike from 2:30 to 6 – WPRO has more than doubled its afternoon audience. Gain to date – 135%.

For sales-effectiveness in Providence and its million-plus market, you can always depend on WPRO. Get the new exciting story about this great station and its market from your John Blair man. And let WPRO put real POWR into your New England advertising.

Owned and operated by Capital Cities Television Corporation

on radio use		on television use		
WROW	WPRO	W-TEN	WPRO-TV	WTVD
Albany - Troy Schenectady	Providence	Albany - Troy Schenectady	Providence	Raleigh - Durham

Jack Spector – one of the PROS who are helping WPRO advertisers get top results in Southern New England.

up because of opposition by the Daytime Broadcasters Assn. to the U. S. treaty with Mexico, signed in 1957. A special Senate Foreign Relations Subcommittee, headed by Sen. Wayne Morse (D-Ore.), held a one-day hearing on the two treaties in July (BROADCASTING, July 13).

In August, the subcommittee tabled any action because of DBA efforts to obtain longer winter broadcast hours on Mexican clear channels, prohibited under the 1957 treaty (BROADCASTING, Aug. 10). Sen. Morse said further hearings would be held early next January and that the subcommittee would make a definite recommendation soon thereafter.

Educational tv • First hearings on broadcast legislation in the 86th Congress were held on etv in late January by the Senate Commerce Committee. The bill in question, S 12, would allocate up to $1 million to each state for etv. Such a federal subsidy is one of the pet projects of Sen. Magnuson, who introduced the bill.

Senate passage of the bill came in April with the only opposition coming from the administration for budget reasons. The Senate had passed the same measure late in the 85th Congress and Sen. Magnuson had promised early action in the 86th Congress so the House "would have plenty of time."

The reluctant House, however, failed to share the Senate's enthusiasm. After brief hearings by the House Commerce Committee, the bill was tabled until that body could make its own field study of etv. Several members of the committee plan to tour several cities and stations this fall under the leadership of Rep. Kenneth Rogers (D-Ala.), one of prime House backers of the proposal.

Other measures • Listed below are the major radio-tv-FCC bills introduced in the 86th Congress not mentioned above. Over 50 were introduced in the Senate and just over 200 in the House, many of them not relating to broadcasting alone. There also were many bills identical or very similar in nature —over 35 relating to catv-boosters and 15 to equal time. All of the bills introduced in the first session will remain in committee and alive for consideration during the second session beginning in January.

S 591 (Sen. Langer, D-S. D.)—prohibit pay tv (in Commerce Committee).

S 658 (Sen. Javits, R-N. Y.)—to establish a code of ethics for executive and legislative branches of government (in Committee on Labor & Public Works).

S 965 (Sen. Keating, R-N. Y.)—to provide that newsmen may not be forced to disclose their news sources (in Judiciary Committee).

S 1640 (Sen. Williams, D-Del.)—to strengthen the law with respect to bribery and graft (in Judiciary Committee).

S 1641 (Sen. Williams)—to prohibit former government employes from representing private clients in matters before their former agency (in Post Office & Civil Service Committee).

HR 51 (Rep. Boland, D-Mass.)—to repeal excise tax on uhf sets (in Ways & Means Committee).

HR 68 (Rep. Celler, D-N. Y.—to prohibit pay tv (in Commerce Committee).

HJ Res 130 (Rep. Harris, D-Ark.) —to prohibit, except for technical tests, pay tv by radio or wire (in Commerce Committee).

H. J. Res 292 (Rep. Bray, R-Ind.)— to establish a commission to investigate frequency space assigned to the government (in Commerce Committee).

HR 311 (Rep. Abernethy, D-Mass.) —to exempt employes of small radio-tv stations from requirements of the Fair Labor Standards Act (in Education & Labor Committee).

HR 2524 (Rep. Walter, D-Pa.)—to repeal a Supreme Court decision that individual states may tax firms doing business in interstate commerce (a similar proposal passed both houses of Congress).

HR 480 (Rep. Collier, R-Ill.)—to repeal excise tax on communications (in Ways & Means Committee).

HR 1977 (Rep. Udall, D-Ariz.)—to revise the federal election laws (in Administration Committee).

HR 1998 (Rep. Wright, D-Tex.)—to prohibit use of subliminal advertising on tv (in Commerce Committee).

HR 2221 (Rep. Siler, R-Ky.)—to prohibit advertising of alcoholic beverages in interstate commerce (in Commerce Committee).

HR 6676 (Rep. Shipley, D-Ill.)—to allow daytime stations to operate from 6 a.m. to 6 p.m. during winter months (in Commerce Committee).

HR 7714 (Rep. Foley, D-Md.)—to require that tv servicemen in District of Columbia be licensed by federal government (in District Committee).

HR 8259 (Rep. Blatnik, D-Minn.)— to place certain restrictions on the advertising of cigarettes in interstate commerce (in Commerce Committee).

Lamb wins dismissal

A suit asking $500,000 in legal fees from Edward Lamb, Toledo industrialist and broadcaster, and Dispatch Inc., one of his corportations, has been dismissed by Toledo Common Pleas Judge Thomas J. O'Connor. Suit was filed by Russell W. Brown, attorney who formerly was a member of law firm of McGrath & Brown. Mr. Lamb claimed he had paid the law firm in full and submitted receipts.

Judge O'Connor in dismissing the action Aug. 28, termed it "scurrilous, vexatious pleading without merit." Suit was based on the lengthy 1954-57 FCC proceeding involving Lamb station licenses. Dan McCullough, attorney for Mr. Brown, said he will appeal dismissal.

Mr. Lamb's stations are WICU-AM-TV Erie, Pa., and WMAC-TV Massillon, Ohio.

SPORTS HEARING
Frick says no pay tv in baseball's plans

Baseball Comr. Ford Frick told the House Antitrust Subcommittee that he has had no negotiations with anybody looking toward charging a fee to view baseball telecasts in the home. Comr. Frick's statement came on the final day (Sept. 4) of hearings by the subcommittee on radio-tv provisions of several bills which would exempt professional sports from the antitrust laws (BROADCASTING, Sept. 7).

He said he knew of no talks by individual clubs with pay tv promoters and denied specifically that International Telemeter had presented a baseball-pay-tv plan to his office. Mr. Frick denied any knowledge of a letter from Telemeter Vice President Paul McNamara to Rep. Emanuel Celler (D-N.Y.), subcommittee chairman, relating to pay tv discussions with individual clubs.

Under questioning by Herbert Maletz, subcommittee counsel, the commissioner said that Irving Kahn, president of TelePrompTer Corp., had approached him (Mr. Frick) on the possibility of placing the World Series on pay tv. Mr. Frick said he told Mr. Kahn that under no circumstances was he interested "at this time" in such a plan.

Mr. Frick said that this was the only discussion he ever had with anybody on pay tv. He also denied that his office had a 1955 survey made on the feasibility of pay tv but admitted there may have been "one little question" on the subject in the study.

Radio-tv contracts are the concerns of individual clubs and he never interferes in such matters, Mr. Frick maintained. He said radio-tv has increased interest in baseball but at the same time has cut attendance.

Conflict of interest • Paul Porter, attorney for the baseball commissioner, also is legal counsel for Telemeter, it was pointed out by the subcommittee. Mr. Porter denied that he has ever talked pay tv with any baseball club in his capacity of International Telemeter attorney.

Rep. William E. Miller (R-N.Y.),

Buildings... Color... and

NATIONAL STEEL

Going up—the horizon-hugging Trimline, newest product of our Stran-Steel Division, newest demonstration of National Steel's consistent leadership in the development of fine steel buildings. Leadership that has also brought to pre-engineered structures an outstanding hallmark: factory-applied protective coating in color—in long-lasting Stran-Satin blue, green, rose, bronze, white, gray or any combination.

But there's more to Stran-Steel buildings than meets the eye. Take the low-cost, low-upkeep new Trimline—designed for supermarkets, warehouses, bowling alleys and the like. Its low-pitch roof lowers heating and cooling costs. Its safety engineered framework stands up to extremes of stress and strain. Its column-free interior gives optimum space for the dollar. A Stran-Steel building is your best buy for economy, beauty and service.

Want More Facts on Stran-Steel Buildings?

For complete illustrated literature on ☐ commercial, ☐ industrial or ☐ farm buildings in beautiful Stran-Satin color, write today to Stran-Steel Corporation, Department NSF-13, Detroit 29, Mich.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

NATIONAL STEEL

Lubbock, Texas
10
straight months
Booming retail sales have ranked Lubbock, Texas in Sales Management's top - three southwestern cities for ten straight months!
BIG even for TEXAS!

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY
W. D. "Dub" Rogers, President and Gen. Mgr.

one of the sponsors of the legislation and a member of the subcommittee, said that the testimony of C. Robert Thompson, general manager of WBEN-AM-TV Buffalo, N.Y. (BROADCASTING, Sept. 7), had convinced him that a change should be made in tv blackout provisions.

As now drafted, many of the pending measures provide for a tv blackout within 75 miles of a minor league team on the day that team plays at home. Mr. Thompson pointed out that there are four minor league teams (in three different leagues) within 75 miles of Buffalo and this would result in a daily blackout of major league tv.

Rep. Miller said this should be amended so that the restriction would apply only to days when the Buffalo team played at home.

Following three days of testimony, Rep. Celler adjourned the hearings subject to the call of the chair. He said that there were still several witnesses who had asked to be heard (CLOSED CIRCUIT, Aug. 24) and would be called at a later date. No more hearings are planned for the first session of the 86th Congress, which means that no action on the bills can be taken before next year.

AFL-CIO charges stations with bias

The AFL-CIO last week charged WTTG (TV) Washington and WNEW-TV (both Metropolitan Broadcasting Corp. stations) with "prostitution of the concept of public service broadcast" in airing a program, *Special Report on Labor Corruption,* on Aug. 25.

The labor group declared that newsman Matthew Warren, in his interview of Sens. John L. McClellan (D-Ark.) and Sam J. Ervin (D-N.C.), put questions to the senators that were "one-sided, based on premises that were false and were not designed to seek out the truth."

AFL-CIO asked the FCC to carry out an "immediate and full investigation" and that the complaint be put in the respective FCC files of the two stations. The union said it felt it was "likely" that the National Assn. of Manufacturers "or some other like body" subsidized the broadcasts on the two stations. AFL-CIO noted that WTTG made kinescopes of hearings by the McClellan Committee last year which were distributed by NAM free to a number of tv stations, most of which were censured later by the FCC for failing to identify NAM as the organization furnishing the kinescopes. When Walter P. Reuther, president of United Automobile Workers and an AFL-CIO vice president, appeared before the Senate committee, WTTG stopped telecasting the hearings, the union charged.

AFL-CIO said the McClellan-Ervin interview discussed certain of the exposes by the McClellan Committee and legislative proposals supported by the two senators. The senators urged adoption of the House-passed Landrum-Griffin bill in preference to the Senate-passed Kennedy bill, AFL-CIO said, and the discussion was supplemented by film clips "designed to heighten the dramatic impact." "Misstatements of facts" by the senators were allowed to stand unchallenged and the film clips were not designed to provide information for viewers, but rather to aid in "propagandizing one point of view on a controversial issue," the union said.

An FCC spokesman said the complaint will be investigated.

TV QUIZ HEARINGS
Stenographic chores block definite plans

Just how far the House Legislative Oversight Subcommittee is able to go in its hearings on the tv quiz scandal, scheduled to begin Oct. 6 (AT DEADLINE, Sept. 7), may hinge on a group of stenographers in New York.

Rep. Oren Harris (D-Ark.), subcommittee chairman, said last week that transcribing of the secret grand jury testimony, which a New York court ordered turned over to the subcommittee (BROADCASTING, Aug. 3), has been progressing slowly. Because of this, the congressional investigators have not been able to look at the jury testimony of some of the witnesses they plan to call in October and their appearance may be put off.

The chairman said he hoped to conclude the hearings in one week, with both morning and afternoon sessions scheduled in Washington. The subcommittee is interested in charges that some contestants on the tv quiz shows were supplied with answers in advance. The programs were highly successful for several months but most faded from the scene soon after the New York grand jury began its inquiry a year ago.

A complete list of witnesses for the October hearings has not been compiled as yet, Rep. Harris said. They will include former contestants, program producers, network officials and representatives of the FCC and Federal Trade Commission. He said that no subpoenas have been issued to date but that they will be if any prospective witnesses balk at testifying.

Rep. Harris pointed out that both the FCC and FTC have denied jurisdiction in this area, which he said

WALT

TAMPA • ST. PETERSBURG

SECOND IN PULSE

WITH A 48% INCREASE IN AUDIENCE

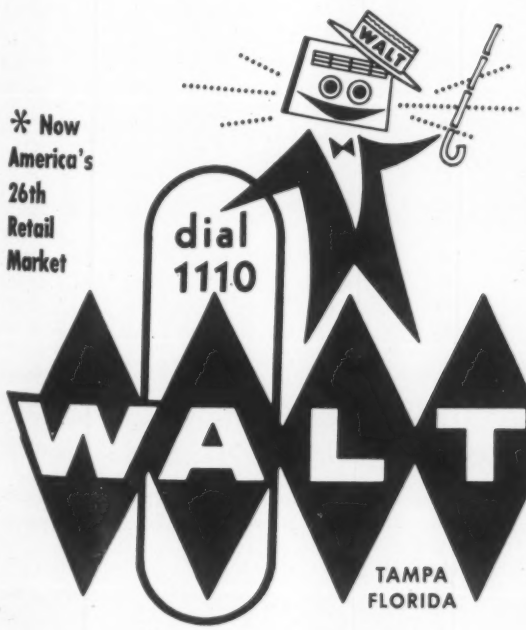
10,000 WATTS

OF SOUND-SELLING POWER DELIVERS THE BOOMING

TAMPA • ST. PETERSBURG MARKET*

AND THE BIG **PLUS** MARKET OF

21 FLORIDA COUNTIES



* Now America's 26th Retail Market

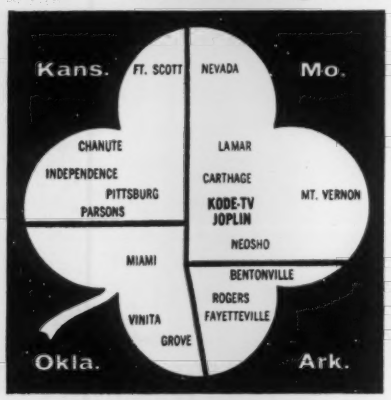
A CONSOLIDATED SUN RAY STATION
Represented Nationally by
GILL-PERNA, INC.

WALT

RANKED THE SECOND MOST POPULAR STATION IN TAMPA • ST. PETERSBURG BY THE LATEST

HOOPER

This four-leaf clover
is worth looking over!



MISSOURI'S 3rd TV MARKET
151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
FXG *TV Mag., June '59

BOZO ©
Capitol
THE CLOWN

HIGHEST RATED
CHILDREN'S STRIP
IN LOS ANGELES
KTLA 6-6:30 P.M.
MON.-FRI.

SOLD IN
90 MARKETS

JAYARK FILMS CORP.
15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636

FC

constitutes a fraud on the American public if the shows were rigged. He said this may be a "grey area" where no agency has jurisdiction and this is one thing the subcommittee wants to determine. "There is no thought of any censorship of tv programming involved," he emphasized.

Indicating the subcommittee has a great deal of evidence now in its files, Rep. Harris said of the upcoming hearings: "I think it will be interesting. . . ." He said the House group has an "understanding" with the Senate Commerce Committee, which also has received court permission for access to the grand jury minutes. The two committees are sharing the cost of transcribing the testimony.

The Senate body, headed by Sen. Warren Magnuson (D-Wash.), has given no indication of its future plans regarding the quiz shows.

KTTV (TV) contestant yells 'foul' to FCC

An unhappy contestant last week charged that he submitted the correct answer to a question in a quiz contest conducted on the air by KTTV (TV) Los Angeles on Aug. 22, but that so many other people also answered the question correctly that the station drew lots to select a single winner.

Chester Matson of Palm Springs, Calif., who said he formerly was a broadcast time salesman, claimed he answered correctly a question on the KTTV program, *Cavalcade of Spots*. But because of the many other correct answers, he said, the station "resorted to lottery" to determine the single winner. Mr. Matson said he feels all who answered correctly should have received the prize—a $50 U.S. savings bond.

An FCC spokesman said Wednesday that although he has not seen the complaint—which Mr. Matson said he made to the FCC—the Commission's standard procedure in such matters is to write a letter to the station asking for its version of the facts in the case.

Duopoly rule cited

The FCC last week told the parent company of one radio-tv station that it could not elect to its board a man who is a director of the company which is the majority stockholder of another radio-tv station in the same city.

In a letter to Paul C. Buford, president of the Shenandoah Life Insurance Co. (WSLS-AM-FM-TV Roanoke, Va.), the Commission said that it could find no justification for a waiver of the duopoly rule which forbids ownership of more than one broadcast property in the same city. Shenandoah Life Insurance Co. wished to elect to its board of directors Stuart T. Saunders, a director of the First National Exchange Bank of Roanoke. The bank is majority owner of WDBJ-AM-FM-TV that city.

FCC Chairman John C. Doerfer and Comr. Robert E. Lee dissented to this interpretation.

Tv stations sued by catv operators

Charges of conspiracy to restrain trade have been hurled at a group of western broadcasters by two community television systems and an intercity microwave system seeking FCC permission to feed tv signals to a catv operation in Twin Falls, Idaho.

In a treble damage $1.5 million antitrust suit, Cable Vision Inc., Twin Falls, Idaho; Helena Tv Inc., Helena, Mont., and Idaho Microwave Inc. have charged that eleven tv stations and associated interests have "harassed" them by "unfair and illegal" means.

The suit was filed in U. S. District Court in Boise, Idaho, two weeks ago.

Named as defendants were:

KSL-TV, KTVT (TV) and KUTV (TV), all Salt Lake City; KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho; KXLF-TV and KOPR-TV Butte, KMSO-TV Missoula, KOOK-TV Billings, all Montana, and KWRB-TV Riverton, KTWO-TV Casper and KFBC-TV Cheyenne, all Wyoming.

Also named in the suit were E. B. Craney, George C. Hatch, A. L. and Gordon Glassman, William C. Grove, Mildred V. and Joseph P. Ernst, and A. J. Mosby.

The suit charged that the defendants—

- "Improperly" attempted to induce local and state governments to deny catv franchises and "sought to intimidate, to coerce and improperly to influence" . . . state and local governments, the FCC and members of Congress.
- Put pressure on Mountain States Telephone & Telegraph Co. to refuse needed pole line rights.
- "Aided and abetted" the construction of unlicensed vhf boosters.
- Disseminated "false and misleading" advertising, publicity and propaganda about catv operations.
- Threatened litigation.

One of the basic charges is that the broadcasters "by agreement with networks, program packagers, producers and syndicators," have imposed "unreasonable and unlawful" restraints on broadcasting of programs and reception by the public. The complaint alleged that these practices include "first call" rights, "must buy and minimum buy"

Competitors say, **"It can't be done!"**

Frank Headley of H-R Television, Inc. says, **"I think it can be done!"**

Ollie Treyz of ABC says **"It might be done!"**

Ashley L. Robison of WHYZ-TV says, **"IT WILL BE Done!!"**

and backs his contention with $5,000 in prizes.

WHAT DO YOU THINK?

5,000 DOLLARS SAYS WE CAN BEAT THE ODDS!

WHYZ-TV DULUTH BETS 5,000 DOLLARS IT BEGINS OPERATION IN SEPTEMBER

All Timebuyers and Media Executives Eligible for Prizes in Airdate Contest. Win vacations to Bermuda — Las Vegas — Florida and valuable merchandise prizes. RULES: **1** All agency timebuyers, account executives and their assistants may enter the contest. **2** Fill out coupon below. **3** You may enter as many times as you like, but please use a separate post card or letter for each entry. **4** List the date, hour, minute and second between Sept. 20th and 28th, inclusive, you think WHYZ-TV will hit the air with its test pattern. **5** Keep a record of your estimate. **6** Run off for ties. **7** Decision of judges final. Winner will be announced in the trade papers. **8** Mail entry to.

WHYZ-TV
310 W. 12 Street
DULUTH, MINN.

CHANNEL 10 316,000 watts BASIC ABC National Representative: H-R Television, Inc.

CLUES — THE FOUR WALLS FOR THE CENTER PORTION OF THE BLDG. FOR THE TRANSMITTER AND PROJECTION ROOM ARE ERECTED. ROOF COMPLETED SEPTEMBER 2, AND FLOOR POURED SEPTEMBER 4. SCHEDULED DELIVERY — GENERAL ELECTRIC FULL POWER 316,000 WATT TRANSMITTER, SEPTEMBER 10, 1959. GENERAL ELECTRIC STUDIO EQUIPMENT, SEPTEMBER 20, 1959. STAINLESS 800 FT. TOWER INSTALLATION TO BEGIN SEPTEMBER 10TH. MICROWAVE INSTALLATION BEGAN AUGUST 28, 1959.

TEAR OFF AND MAIL

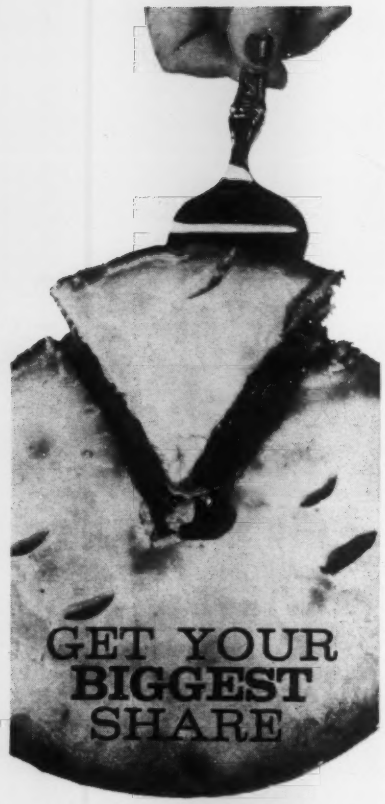
MY ESTIMATE FOR THE TIME OF THE FIRST TEST PATTERN TELECAST ON WHYZ-TV

IS: _____

DATE _____ 1959, HOUR AND MINUTE _____ A.M. _____ P.M. SECOND _____

NAME _____ ADDRESS _____

CITY _____ AGENCY _____



OF THE #1 MARKET IN KANSAS!

WITH WICHITA'S #1 HOOPERATED AND PULSRATED STATION

KWBB NOW OPERATING DAYTIME ON

5000 WATTS

(Nights — 1000 watts)

WE'RE A PERSONALITY STATION!

KWBB's outsize share of the Wichita audience reflects its A#1 talent — all with outstanding audience loyalty!

D. J.'s Jim Stowe, Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran

NEWS Jim Setters, John Wagner, George Langshaw, and Tom Atkins

FOR A BIGGER RETURN ON YOUR ADVERTISING DOLLAR BUY THE BEST BUY — KWBB ... and get the #1 share of the prosperous "recession-proof" Wichita market

First in Hi-Fi Music • News and Sports

represented by George P. Hollingbery Co. Southern-Clark-Brown Co.

IN WICHITA • DIAL 1410

KWBB

provisions and participation in "option time" agreements in network affiliation contracts.

The complaint also asked the court to rule that broadcasters have no copyright rights in their tv signals.

The matter of property rights in a broadcast is the subject of a separate legal action brought by the three Salt Lake City tv stations against the catv operator in Twin Falls, Idaho (BROADCASTING, May 14).

Miami, Orlando cases face further delays

The Miami ch. 7 and Orlando ch. 9 re-hearing cases—on which hearing proceedings are to be held up pending retrial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside—may be delayed even further, since Mack-Whiteside defense maneuvers are considered likely to delay the start of the criminal conspiracy trial, now scheduled for Nov. 3.

FCC Associate General Counsel Edgar W. Holtz, assigned to conduct the ch. 7 and 9 cases, was asked by the FCC to request Special Hearing Examiner Horace Stern to postpone hearings until the end of the criminal trial (CLOSED CIRCUIT, Sept. 7), and the former Pennsylvania Supreme Court chief justice agreed last week and said the hearing will be held in Philadelphia. Both the ch. 7 and ch. 9 rehearings are thus being held up to avoid prejudicing the trial, since both cases involve allegations of *ex parte* activities during Mr. Mack's tenure on the FCC.

The Mack-Whiteside defense has appealed to the U.S. Appeals Court in Washington on grounds it was illegal for the U.S. District Court in Washington to set a new trial. The Justice Dept., which is prosecuting Messrs. Mack and Whiteside on charges they conspired to obtain the FCC's 1957 grant of Miami ch. 10 to Public Service Tv Inc., has asked the appeals court to dismiss this defense move.

Mr. Whiteside's attorney has filed an objection to the Justice motion and Mr. Mack's attorney is expected to file a similar objection today (Sept. 14). The defense attorneys are asking oral argument, which Justice opposes.

Mr. Whiteside's attorney also has moved in the district court to strike its order for a new trial, holding that court has no jurisdiction over the case. Argument on this point was to have been held last Friday (Sept. 11).

If these Mack-Whiteside moves fail, defense attorneys plan to move for a change of venue to Florida for the retrial.

The first Mack-Whiteside trial began last April and ended in July with a hung jury (BROADCASTING, July 13).

WBC seeks Daly action

Westinghouse Broadcasting Co. last week asked the FCC to "reconfirm" its Aug. 14 denial of a petition by Lar Daly, perennial political candidate, for "equal time" on all the radio and tv networks and on 23 tv stations to "answer" programs on these facilities which Mr. Daly claimed, editorialized on the recently-passed bill to exclude newscasts from the equal time provisions of Sec. 315 of the Communications Act.

WBC said the FCC's denial of Mr. Daly's petition "clearly and concisely sets forth applicable law and FCC policy" on the question and that Mr. Daly has brought forth no new facts in his petition for reconsideration of the FCC ruling.

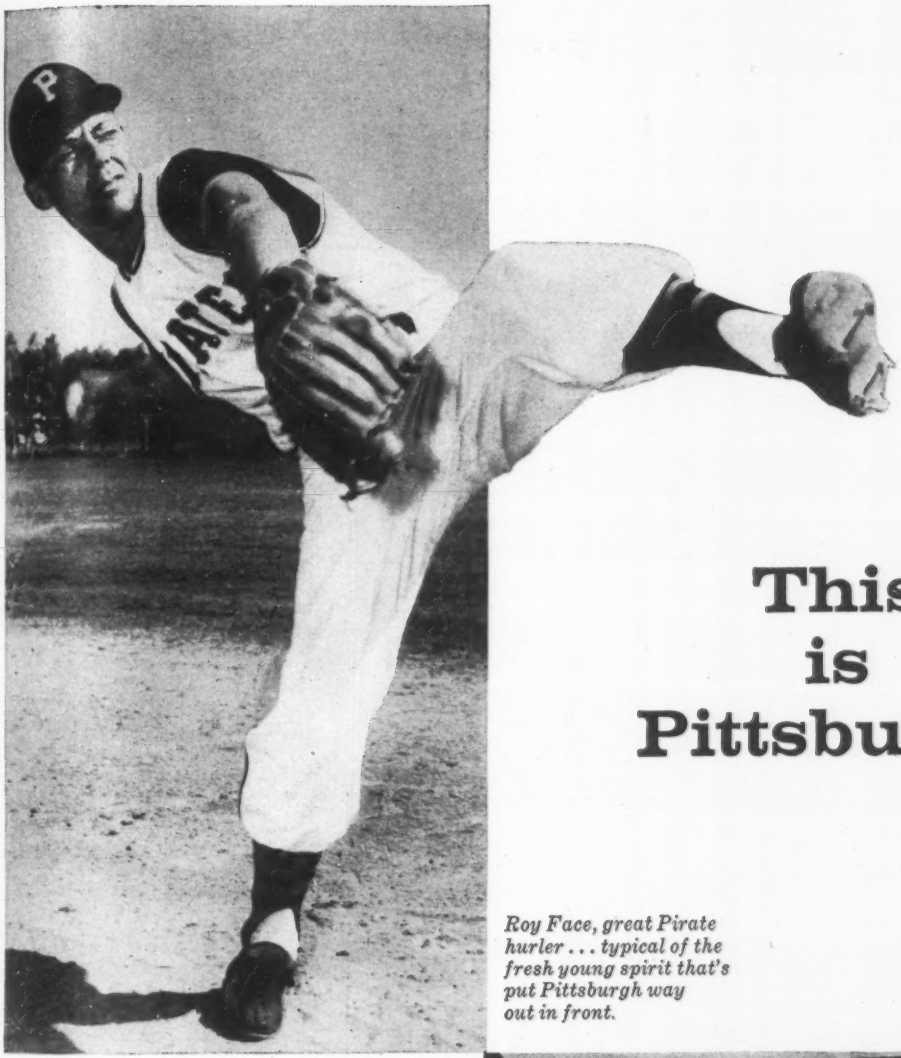
• Government notes

Coos Bay vhf • FCC Hearing Examiner J. D. Bond on Sept. 2 issued an initial decision looking toward granting the application of Pacific Tv Inc. for a new tv station on ch. 11 in Coos Bay, Ore. Eugene Tv Inc., sole owner of Pacific Tv Inc., is licensee of KVAL-TV Eugene, Ore.

Translator decision • The FCC has affirmed the Feb. 6, 1957 grant of applications for construction permits for two tv translator stations to Palm Springs Translator Station Inc. The stations, K70AL and K73AD, will operate on chs. 70 and 73 in Palm Springs, Calif. The Commission also granted applications to modify the construction permits to increase power and make changes in the antenna system.

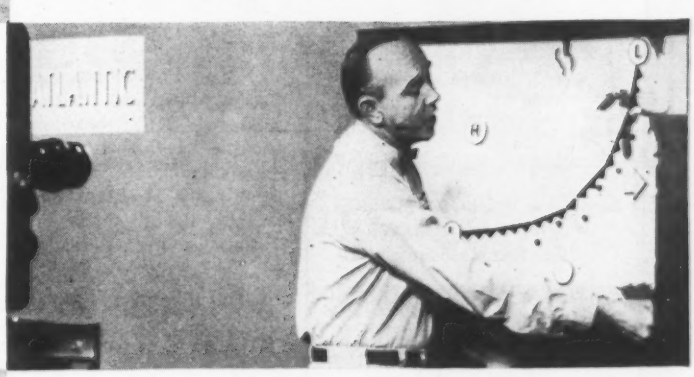
Propaganda offensive • A call for "intensification" of U.S. broadcasting behind the Iron Curtain, which would present the "truth about America" was issued by Sen. Stuart Symington (D-Mo.) in a speech to the AMVETS national convention in Grand Rapids, Mich. He said, "We have not made full use of our creeds and religious convictions as a weapon in this Cold War. Through broadcasts, we could do much more in emphasizing the strength of our faith." Sen. Symington said U.S. psychological warfare expenditures of $150 million annually were inadequate when compared to Russia's "multi-billion dollar" efforts.

WNJR
negro radio for metro new york



This is Pittsburgh

Roy Face, great Pirate hurler . . . typical of the fresh young spirit that's put Pittsburgh way out in front.



Sterling Yates, Atlantic Weatherman, goes on for KDKA-TV five nights a week with the liveliest presentation of weather ever. He helps keep the big audiences in the tri-state area watching KDKA-TV.

Wayne Klotsky, construction man on the new Gateway Center project and one of the 4.5 million people in KDKA-TV's big orbit of influence.

There's no middle ground for Pittsburghers. Sell 'em, and they go all out. The fanfare for the Pirates is one example. KDKA-TV's following another. Year after year, it's the No. 1 station there. Let us show you how to create more fanfare for your product in Pittsburgh.

KDKA 2 TV Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.

Power Ratings!

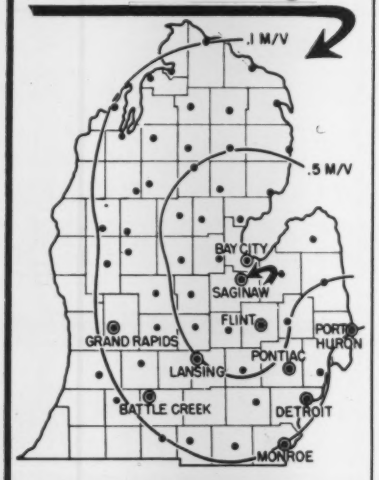
The **NUMBER ONE** RADIO STATION in SAGINAW-BAY CITY for the 5th CONSECUTIVE YEAR —(Pulse)—

Power Personalities!

☆ Bob Dyer ☆ Harry Porterfield
☆ Dave Skinner ☆ Phil Boiler
☆ Art Allen ☆ Mike Chamberlain
☆ Dwayne Riley ☆ Dave Millan
☆ Dave Kushler ☆ Dick Davis

and Now **TEN TIMES** MORE POWER

Power Coverage!



A Giant New MICHIGAN MARKET of more than 1,000,000 High-Income People

10,000 WATTS

Outstate Michigan's *Most Powerful* Radio Station

WKNX

SAGINAW, MICHIGAN

Represented By **GILL-PERNA**

NEW YORK—CHICAGO—LOS ANGELES
DETROIT—SAN FRANCISCO—BOSTON

ITC SALES REPORT
50% increase over TPA's 1958 figures

Independent Television Corp. has ended its first year's operations (as of Sept. 1) with $13,989,787 in gross revenue, a 50% increase over the previous year's sales of Television Programs of America which ITC purchased last year.

In a report released today (Sept. 14), Walter Kingsley, ITC president, also counted off these advances:

ITC is providing 1,200 hours of programming a week to stations and advertisers in the U.S. and 188 weekly half-hours throughout the rest of the world.

The company "has been operating in the black since Jan. 1" after three months of organizing sales and staffing. Each quarter of the first year's operation showed a "marked increase" over the previous one.

During the last half of this year, ITC sold *The Gale Storm Show—Oh! Suzanna* to ABC-TV for $2.5 million (Warner-Lambert Pharmaceutical Co. is the sponsor); *Fury* was renewed in its fifth year by General Foods and Bordens and five new syndicated properties were released to tv. These include *Cannonball* now in 105 markets; *Sergeant Preston of the Yukon* in 95 markets; *Jeff's Collie* in 167 markets; *Brave Stallion* in 102 markets, and *Ding Dong School* in 75 markets. Mr. Kinksley said ITC will add four more to its list within six months.

Arrow Productions (re-run division) has 11 programs in its sales program and was 21% ahead in the first six months of this year compared to last year's comparable period. ITC is owned jointly by The Jack Wrather Organization, Beverly Hills, and Associated Television Ltd., London.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 14-18, 21-23 (4-4:30 p.m.) **Truth or Consequences,** participating sponsorship.

Sept. 14, 21 (10-10:30 p.m.) **Arthur Murray Party,** Pharmaceuticals Inc. through Parkson Adv. and P. Lorillard through Lennen & Newell.

Sept 16, 23 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 16, 23 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King,** Kraft through J. Walter Thompson.

Sept. 17 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

Sept. 19 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Sept. 19 (10:30-11:30 a.m.) **Ruff & Reddy Show** Borden through Benton & Bowles and Mars through Knox-Reeves.

Sept. 19 (4:45 p.m. conclusion) **NCAA Football Game.** Arrow Shirts through Lennen & Newell and Schick Safety Razor Co. Through Compton Adv. will sponsor one half of game (network). Esso Standard Oil through McCann-Erickson, Humble Oil Co. through McCann-Erickson, Standard Oil of Indiana through D'Arcy, General Petroleum through Stromberger, LaVene & McKenzie, Phillies Cigars through Werman and Schorr, will sponsor one half of game (Regionally).

Sept. 19 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Sept. 20 (8-9 p.m.) **Sunday Showcase,** sponsor to be announced.

Sept. 20 (9-10 p.m.) **Summertime Chevy Show,** Chevrolet through Campbell-Ewald.

Sept. 22 (9-10:30 p.m.) **Toast To Jerome Kern,** U.S. Brewers Foundation through J. Walter Thompson.

MP-TV to update SRT sound effects

MP-TV Services, affiliate of Radio Recorders of Hollywood, has acquired the sound effects library of Standard Radio Transcriptions and the SRT library of commercial aids and jingles, according to a joint announcement from G. Howard Hutchins, president of Radio Recorders, and M. M. Blink, president of Standard Radio Transcription Services.

From the SRT base sound effect library of 214 double-faced 10-inch 78 rpm and 10 10-inch 33 rpm microgroove discs, MP-TV plans to create a new sound effects library. New effects, such as turbo-jet planes, rocket missiles, etc., will be added each year. Within three years the company expects to have a complete new microgroove sound effects library. Records will be available through retail record shops in major markets. Sunland Music Co. is now setting up a distribution system that includes Canada, Mexico, Puerto Rico, Australia and England as well as the U.S.

MP-TV also plans expansion of the supply of more than 400 tracks of commercial aids and jingles. This material covers commercial spots for accounts in 22 categories of business, plus tailor-made weather reports. Station ID's will be added, as well as time signals, recorded on an open-end basis to permit their use by local advertisers in various communities.

"Gobbledygook"

—the technical jargon policyholders do not find in letters from MONY

To help keep letters brief, readable and clear, MONY regularly reviews all of its correspondence—a practice started 16 years ago. MONY also maintains an up-to-date correspondence manual for use by employees. This serves as a guide to content, style and tone and shows how to avoid "gobbledygook." MONY even retains a nationally known authority to conduct periodic correspondence clinics.

The result? Greater understanding of Mutual Of New York's services and benefits by everyone who receives letters from MONY.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.

Sales and service offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

GIANT MARKET

GIVES YOU ALL THREE . . .

GREENVILLE
SPARTANBURG
ASHEVILLE

. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION 2,946,600
INCOMES $3,584,180,000
RETAIL SALES . . . $2,387,606,000
HOUSEHOLDS 751,900

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

WBC names panels for program meeting

The program and participants in the third annual Westinghouse Broadcasting Co. Public Service Programming Conference at Palo Alto, Calif., Sept. 21-23, were announced last week by Richard M. Pack, WBC programming vice president and producer of the conference.

Approximately 400 owners of stations, program managers, educators and public officials are expected to attend the conference on the campus of Stanford U. The keynote address will be delivered by Donald H. McGannon, WBC president.

An agenda of 12 panels is set:

"Creativity and the Individual and His Ideas." Panelists: Marc Connelly, Pulitzer Prize-winning playwright; Dr. Frank Baxter, professor at the U. of Southern California and tv program lecturer; Robert Foreman, executive vice president in charge of creative sources, BBDO, New York; Martin Manulis, executive producer in charge of 20th Century-Fox Television Productions; Fred Friendly, executive producer for CBS, and Saul Bass, designer-producer.

"Segmented Public Service and Public Service Within Commercial Formats." Panelists: Don McCune, producer and host of *Captain Puget* on KOMO-TV Seattle; Sunnie Jennings, co-producer and hostess of *Home Fare* on WRGB (TV) Schenectady, N.Y.; Robert L. Rierson, program operations manager for WBTV (TV) Charlotte, N.C., and Dale E. Hart, program manager of KOTV (TV) Tulsa, Okla.

"Religious Programming." Panelists: Joseph F. Gamble, president, KJOY Stockton, Calif.; Ken Welsh, program and public service director, WOOD-TV Grand Rapids, Mich.; Theodore McDowell, tv program manager and director of public service, WMAL-AM-TV Washington, D.C., and the Rev. John DeBrine, co-pastor, Ruggles Street Baptist Church, Boston.

"Editorialization." Edward Breen, president, KVFD Fort Dodge, Iowa; Bruce Palmer, news director, KWTV (TV) Oklahoma City; Ben Strouse, president, WWDC Washington, D.C.; John McClay, general manager, WJZ-TV Baltimore and William Whiteley, director of public affairs, KNXT (TV) Los Angeles.

"Radio and Television News Techniques." Panelists: Gabe Pressman, roving reporter for WRCA-TV New York; Clark Pollock, program director, KVTV (TV) Sioux City, Iowa; Wanda Ramey, news reporter, KPIX (TV) San Francisco; James Schulke, vice president, KTLA-TV Los Angeles; Martin Ross, program manager, WPTR Albany, N.Y.; Jerry Landay, news director, WBZ Boston; Martin Weldon, director of news and special events, WNEW-AM-TV New York. and William Small, news director, WHAS-AM-TV Louisville.

Other sessions will be held on the techniques of tv production; "Meaningful and Creative Research;" the various types of operations among radio stations; broadcasters' relationships with national service organizations and international television. Mr. Pack will announce the participants shortly.

N.Y. to resume boxing inquiry

The New York State Attorney General's office was scheduled to resume questioning of witnesses last Friday (Sept. 11) as part of its inquiry to determine if the state's antimonopoly laws were violated in the disposition of the television, radio and motion picture rights to the recent Ingemar Johannson-Floyd Patterson heavyweight championship bout.

Martin Baron of the attorney general's staff reported that the investigation probably will continue through this week. On Sept. 3, the interrogation of several witnesses was completed, including William Rosensohn, promoter of the bout; Irving B. Kahn, president of TelePrompTer Corp., which was awarded the radio, tv, film rights for $300,000; Monroe Riskin, an assistant treasurer of TelePrompTer, and Vincent Velella, an attorney, who gained control of the Rosensohn Company after the bout.

New York Attorney General Louis Lefkowitz described the objectives of the investigation in these terms:

"In essence, we are seeking to see if any competition was eliminated and whether people or firms or corporations were prevented from bidding, not only for the fight itself but for the ancillary rights, consisting of the movies, the radio and tv."

There have been reports that Theatre Network Television, a closed-circuit tv outfit, had offered to pay $450,000 for the ancillary rights to the championship fight. Mr. Baron disclosed that Tom Gallery, NBC director of sports, had said his company was interested in those rights but had not been given the opportunity to bid.

Mr. Baron declined to reveal the names of witnesses who were to be called during the resumption of the inquiry. He said there had been "several new developments" since the questioning of witnesses on Sept. 3 but could not discuss them at this time.

GO PLACES WITH GEORGE PIERROT

WWJ-TV's COLORFUL GLOBE-TROTTER

Bold, imaginative programming once again gives you a winning showcase on WWJ-TV, Detroit.

From 5:00 to 5:55 P.M. every weekday, famed impresario George Pierrot enthralls a huge family audience by presenting renowned travelers in person, relating their exciting adventures and showing exclusive color films of far-away places.

Ratings, renewals and audience composition prove you can really go places with George Pierrot. A limited number of availabilities are still open. *Phone your PGW Colonel today.*

YOUR TICKET TO SALES

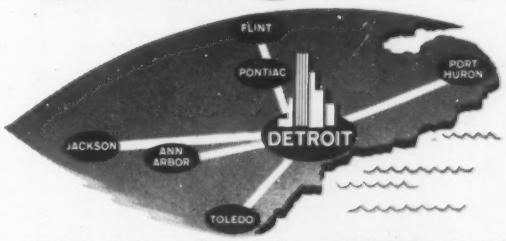
14.3
Cumulative Rating

5.9
Average Quarter Hour Rating

*ARB, Detroit, July, 1959

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

"JAXIE" Salutes

GORDON FOODS

Gordon Foods has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Gordon Foods is using a spot schedule in Popeye Playhouse, and these spots — combined with WFGA-TV programming—will provide top selling power for Gordon's "Magic-Pak" Potato Chips.

"Jaxie" is proud to have Gordon Foods and the Kirkland, White & Schell advertising agency of Atlanta on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

NTA STOREVISION
Designed to service out-of-home tv viewer

Ely A. Landau, board chairman of National Telefilm Assoc. disclosed details of a new company operation called NTA Storevision Inc. and a 54-hour live programming service called "Day Watch" last week.

Storevision will equip away-from-home locations with tv sets, license tv stations for receivers and programming service, and provide counsel on over-all operation. He said Storevision has licensed stations in nine cities (in addition to NTA-owned WNTA-TV Newark).

Starting on Nov. 1, WNTA-TV will program "Day Watch" on a Monday-through-Saturday basis from 9 a.m. to 6 p.m. The programming, according to station officials, will not exceed one-minute in length and will include news bulletins, constant time reports, illustrated weather news, menu suggestions and best buy lists.

Storevision will have tv receivers installed in 400 major supermarkets and 300 laundry centers.

Advertisers will have to purchase a schedule calling for at least 54 ten-second announcements for each week, one an hour. This will cost $2,160 but "charter" advertisers will be able to purchase this time for $1,080—a 50% discount, a company executive said.

ASCAP surveys need updating: Justice

The methods used by ASCAP in monitoring radio and tv music performances are virtually obsolete, the Dept. of Justice has said.

The government allegation was made in a 30-page brief filed two weeks ago in U.S. District Court in New York. The Justice Dept. document was filed in support of a proposed amendment to the 1950 consent decree and is now under study by federal Judge Sylvester Ryan.

At issue are the internal organization and income distribution methods of ASCAP.

In commenting on ASCAP's survey practices—and these results are used to base distribution of income to members—the Justice Dept. charged that ASCAP put a premium on network performances and does not adequately take into account the "thousands of performances daily" over local radio and tv stations.

ASCAP logs each commercial network performance and multiplies it by the number of affiliates, the government said. In contrast, it added, ASCAP logs less than one-fourth of 1% of the total local broadcast hours.

Every radio performance is multiplied by 20, Justice said, and every tv performance by 60.

Quarter of Income • License fees from radio - tv account for only one - fourth of ASCAP's domestic income, the Justice Dept. pointed out, but ASCAP distributes almost two-thirds of its income on the basis of network performances.

ASCAP samples 32 radio stations and 22 tv stations for a three-hour period per station, the government pointed out. The results are taped. The same 22 metropolitan markets (not identified) are used daily, Justice said. A roving corps of 14 monitors sample other areas.

The present system, the government averred, samples only about one out of every 500 music performances on local radio and tv.

The new survey plan, prepared by Joel Dean & Assoc. and reviewed by Bureau of Census experts, calls for a 50% increase in the size of the local radio samples and more scientific selection of stations. It also contemplates a survey of other media. It is due to be placed into operation early in 1960.

Ziv's 'Man Dawson' sold in 91 markets

ZIV Television Programs, New York, has sold *This Man Dawson* in 91 markets. On the latest sales report:

Anheuser-Busch, which bought the police series for its home market of St. Louis; Brown & Williamson, co-sponsoring with Lincoln Income Life Insurance in Louisville; H. P. Hood & Son (milk, ice cream), Boston; Sego Milk for seven markets in the Mountain states; Tendercrust Baking, Amarillo; Vietti Foods in Nashville; Dreaher Packing, Columbia, S.C.;

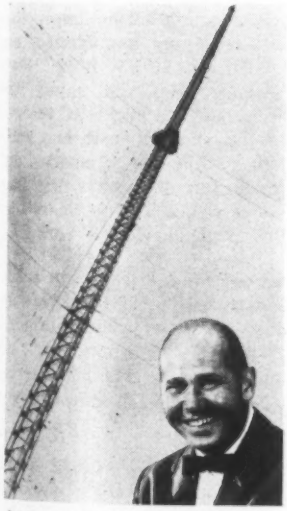
Super Food Stores, Shreveport, La.; Household Finance for Philadelphia and Schenectady - Albany; Alabama Farm Bureau Insurance Co. for Birmingham and Montgomery; Gate City Savings, Fargo, N.D.; Security Federal Bank, Nashville, Tenn.; Iowa Electric Light & Power Co. for Des Moines and Ames; South Carolina Electric & Gas for Augusta, Ga.

Standard Oil of Indiana for Kala-

WNJR
negro radio for
metro new york

"Our clearer signal is invited into hundreds of thousands of Detroit area homes like these" says John Pival, Vice-President of Television WXYZ, Inc., Detroit.

"The new 1,073′ taller tower by Dresser-Ideco helped improve our signal, broaden our market coverage."



John F. Pival, Vice-President, WXYZ, Inc., is another booster of Dresser-Ideco's new tower elevator. In fact, finding that their own elevator saved maintenance time and cost, and assured uninterrupted service, WXYZ-TV recommended a similar installation to WTOL-TV, Toledo. It was recently put into service.

"Now there are 1,879,500 families in our sales area" reports John F. Pival, WXYZ-TV Vice-President. "Our stronger signal, broadcast from the new tall-tower height of 1,073′, markedly improved signal quality and expanded our coverage area. Our grade B coverage now extends south to Toledo, west to Jackson, northwest to Flint, northeast to Port Huron. WXYZ-TV is a welcome guest in homes throughout our $8.1 billion retail sales market."

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Your clearer signal wins greater audience loyalty . . . greater coverage expands your market area. Each of these gains attracts advertisers.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000′-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio and microwave communication. This experience saves you both time and money. John Pival reports, "Dresser-Ideco delivered our tower on schedule, everything was organized so that the entire job went along at a fast pace. There's no wiser investment than an experienced tower designer-builder." You, too, are assured of this money-saving, time-saving attention to detail when you work with Dresser-Ideco. Talk to your station equipment representative or write us direct. And ask for Tower Catalog T-57.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

DRESSER IDECO

TOWER DIVISION, DEPT. T-91
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

CARTOON CLASSICS SERIALS

"NEW ADVENTURES OF THE SPACE EXPLORERS." Kids loved "THE SPACE EXPLORERS." They'll be mad about this thrilling sequel told in 26 brilliant new cliff-hanger episodes. Brings total "Space Explorer" episodes to 52.

Announcing great new sequel to "THE SPACE EXPLORERS"

"NEW ADVENTURES OF THE SPACE EXPLORERS"

Even more thrilling, more timely than "The Space Explorers"

Rejoin the stars of "The Space Explorers," Young Jim Perry and Professor Nordheim, in thrilling new adventures in the distant reaches of outer space.

With technical supervision by Dr. Franklyn M. Branley, Associate Astronomer of the AMERICAN MUSEUM — HAYDEN PLANETARIUM, "NEW ADVENTURES OF THE SPACE EXPLORERS" cannot be compared to any other space or science-fiction motion picture. Never before has there been a drama so authentic in its portrayal of adventures in outer space! Never before so brilliant a series of fully animated cliff-hanger episodes! "NEW ADVENTURES OF THE SPACE EXPLORERS" is heartwarming, realistic, so timely for your all-out exploitation.

TOTAL OF 208 CARTOON CLASSICS SERIALS NOW AVAILABLE to hypo your program ratings. Only in this thrill-packed cliff-hanger series of 5¼ minute episodes do you get full animation plus high entertainment plus enlightening overtones, plus school tie-in promotion plus an impressive proven record. Order now!

Produced by **RADIO AND TELEVISION PACKAGERS, INC.**
Distributed by ©1959

BANNER FILMS, INC.
527 Madison Ave., New York 22
Wire or call collect
Charles McGregor, PLaza 5-4811

mazoo, Mich. (added to its original purchase of Indianapolis); Sun Oil for Richmond; Fuller Ford, San Diego; Case Tractor, Oklahoma City; Redd Pest Control and Bevis Construction Co. in Jackson, Miss., and Bowden Bros., Davenport-Rock Island.

The series was also purchased by 31 stations.

Creemens suing Community Club

George Creemens Adv. Inc., Des Moines, has filed civil damage suits against Community Club Services Inc., New York, and its president, John C. Gilmore. (Both companies conduct "proof of purchase" radio-tv merchandising campaigns.)

One suit asks $5,000 plus $4,999.99 exemplary damages for Mr. Gilmore's alleged slander of Creemens' business reputation. The second suit says Mr. Gilmore "willfully and maliciously" interfered with Creemens' copyrighted "Cash Club" contracts with Miller Supermarkets (a division of National Tea Co.) and KIMN Denver. For this Creemens asks $6,093.18 to reimburse lost revenue.

A CCS official said "there is no basis for this suit. Our attorney in Denver is handling the matter."

9-month Spanish class

KGLO-TV Mason City, Iowa, started a 38-week telecourse in Spanish last Tuesday (Sept. 8).

The series is underwritten by seven county boards of education, with schools buying their own tv sets. Nearly 3,000 sixth-graders are expected to participate.

Tv Elementary Spanish (Mon.-Fri. 9-9:30 a.m.) is conducted by Salvador Siqueiros of El Paso, Tex., who was hired by the school board. KGLO-TV is not charging the board its regular time rate, but only for the cost of additional personnel and operating live cameras.

• Program notes

Mt. Idy origination • *Charley Weaver's Hobby Lobby* starts on ABC-TV Sept. 30 (Wed., 8-8:30 p.m. EDT) for Mogen David Wine Corp. Cliff Arquette, originator of the Weaver character from "Mt. Idy, Ohio" will present guests in hobby demonstrations. The tv show is based on the radio *Hobby Lobby* which Don Fedderson Productions bought from the originator, Dave Ellman. Agency: Edward H. Weiss & Co., Chicago.

Domestic drama • NBC-TV has scheduled *House on High Street*, series based on cases in domestic relations courts, Mon.-Fri., 4-4:30 p.m. EDT, starting Sept. 28, replacing *Truth or Consequences*. *House on High Street* is a Dorelco production in association with NBC, Roger Gimbel executive producer and John Haggott producer.

Horse show • *My Friend Flicka* starts on ABC-TV Wed., Sept. 30 (5:30-6 p.m.) in the network's weekday afternoon strip of cartoon, action and adventure shows (others in the slot are *Rin Tin Tin* Mon., Tue., Fri., and *Rocky and His Friends* Thur.). General Mills has bought sponsorship in the strip through Dancer - Fitzgerald - Sample. Stars of *Flicka* are Anita Louise, Gene Evans and Johnny Washbrook. The series is based on Mary O'Hara's book.

Desilu renames center • Desilu Productions Inc., Hollywood, Calif., has renamed Motion Picture Center there "Desilu-Cahuenga." The new name follows the tv production company's policy of naming its studios after the street location. Desilu owns 95% of the Motion Picture Center stock. Desilu-Cahuenga has nine sound stages and covers seven acres. Some products filmed there: *Danny Thomas Show, Love & Marriage* and *The Lucille Ball-Desi Arnaz Show*.

Religious scripts • To stimulate new religious program material, the Union Theological Seminary and NBC are sponsoring a competition for a new play on a religious theme. Robert E. Seaver, director of the Program in Religious Drama, which was inaugurated in 1956 by a Rockefeller Foundation grant, directs the project. The play on a religious theme cannot run longer than an hour, must be unpublished and written since last Jan. 1. Prizes: First, $250; second, $100, and third, $50. Deadline is Jan. 1, 1960. NBC reserves rights to the play's first tv and radio performance while the Seminary's program in religious drama has first stage performance rights. The Seminary's address: 3041 Broadway, New York 27.

More school time • The eight school systems participating in the Delaware-Maryland-Virginia tv classes originating at WBOC-TV Salisbury, Md., are extending etv time to 1½ hours a day. Starting Sept. 16 the fall term will have four classes between 1:30-3 p.m.

Daily slot • *The Thin Man*, a Friday night fixture on NBC-TV for three seasons, moves to weekday afternoons, following purchase by the network of 72 episodes from MGM-TV at $1 million for a year. The comedy-mystery series starring Peter Lawford and Phyllis Kirk will be seen starting Sept. 21 at

WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.

Have you heard what the WeeReBeL said to Kenyon & Eckhardt?

"We have the highest per family income in Georgia."

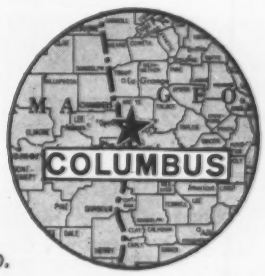
You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule. Metropolitan Columbus' family income is $6,855 annually compared to the Georgia figure of $5,002. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

a COLUMBUS, GA.

Represented by George P. Hollingbery Co.



PROFIT...
By Using This
TWIN-PORTS MARKET...
The Head of the Seaway
LAKE SUPERIOR
DULUTH
SUPERIOR
VIGOROUSLY GROWING MID-CONTINENT SEAPORT
the 2ND LARGEST MARKET...
IN SIZE ONLY TO THE TWIN CITIES IN MINNESOTA AND MILWAUKEE IN WISC.
Covered completely and more effectively by . . .
WDSM TV
Channel-6
NBC
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Radio urges kids: go back to school

Two local radio stations in two different points of the country have conducted "Finish High School" campaigns directed at their teenage audiences. WMCA New York and WIND Chicago both broadcast appeals by air personalities. Show business celebrities and government officials also participated.

WMCA's campaign, which ran through Sept. 10, was an effort to reduce the yearly (28%) percentage of students who do not graduate from the city's high schools. Gov. Nelson Rockefeller, Mayor Robert Wagner and recording stars Pat Boone and Jill Corey aired appeals to the station's teenage audience.

WIND initiated a saturation drive of 40 to 50 spot announcements urging teenagers to "start school when school starts." Basis of the drive was alarming statistics released by school officials which show a 40% decline in enrollment between the 10th and 12th grades.

The climax of WIND's campaign was a $200 prize for writing a "back to school" essay, which was presented at the Pan American Games in Soldier's Field. Messages were also recorded by state and local officials. Gov. William G. Stratton, Mayor Richard J. Daley and Sens. Everett Dirksen (R-Ill.) and Paul Douglas (D-Ill.) participated.

2:30-3 p.m. EDT., Monday-Friday.

Ziv's 'half-sales' • Ziv Television Programs, N.Y., reports that it has achieved a "sell-off" in 54 of the 59 markets in which the American Tobacco Co. (Lucky Strike cigarettes) had contracted for half-sponsorship of *Lockout* and *This Man Dawson* half-hour tv series. To complement American Tobacco's half-sponsorship in the 59 markets, sales were completed to 40 stations, which will make series available for local sale, and to 14 advertisers, Ziv Tv said.

Audio affiliate • Pathescope Productions, N.Y., has affiliated its industrial film department and tv commercial services with Audio Productions. The companies will carry on under the Audio banner, with the exception of Pathescope's educational division which will retain that name.

Marco Polo for Interstate • Interstate Television (subsidiary of Allied Artists Productions Inc., Hollywood, Calif.), is to produce 39 segments in a Marco Polo tv series.

Psychology and shows • Does a play have more meaning for audience, critics and actors if a psychoanalyst explains it first? Yes, substantially more, was the answer the M-R (motivational research) Theatre, Hollywood, and the Communications Div. of the U. of Southern California learned in an experiment. After testing an act from Terence Rattigan's "Separate Tables" on two different audiences, selected by invitation, Oliver McGowan, head of M-R Theatre and originator of the experiment, reported that greater interest and understanding was exhibited by the group which had a pre-showing psychological explanation from analyst Dr. Barnet Sherin. He feels the experiment could save time and effort for tv directors, as well.

WGAL-TV teleclasses • WGAL-TV Lancaster, Pa., has started *Talking Town* (Tues. 9:30-9:45 a.m.), 32 programs in primary grade speech improvement Oct. 6. Today (Sept. 14) WGAL-TV kicks off 30 elementary science lessons (Mon. 9:30-9:45 a.m.). The courses are in cooperation with the Pennsylvania State Dept. of Public Instruction. About 85,000 children will watch the series.

Radio-tv IDs • Custom Identifications Inc., 24-64 45th St., Long Island City 3, N.Y., has available animated, musical IDs for radio-television stations. The corporation succeeds the former Station Identification Inc., which specialized in radio IDs. Custom Identifications is headed by Manny Lits, formerly vice president of Station Identification Inc. Telephone: Yellowstone 2-0200.

50 stars in Hawaii • KPOA Honolulu sponsored the ceremonies for the raising of the first 50 star flag at the local Punchbowl National Cemetery. In attendance were the king and queen of the island's Aloha Week, Major General Fred W. Makinney, adjutant general of Hawaii and David Mendelsohn, president of Radio Hawaii, KPOA's owner.

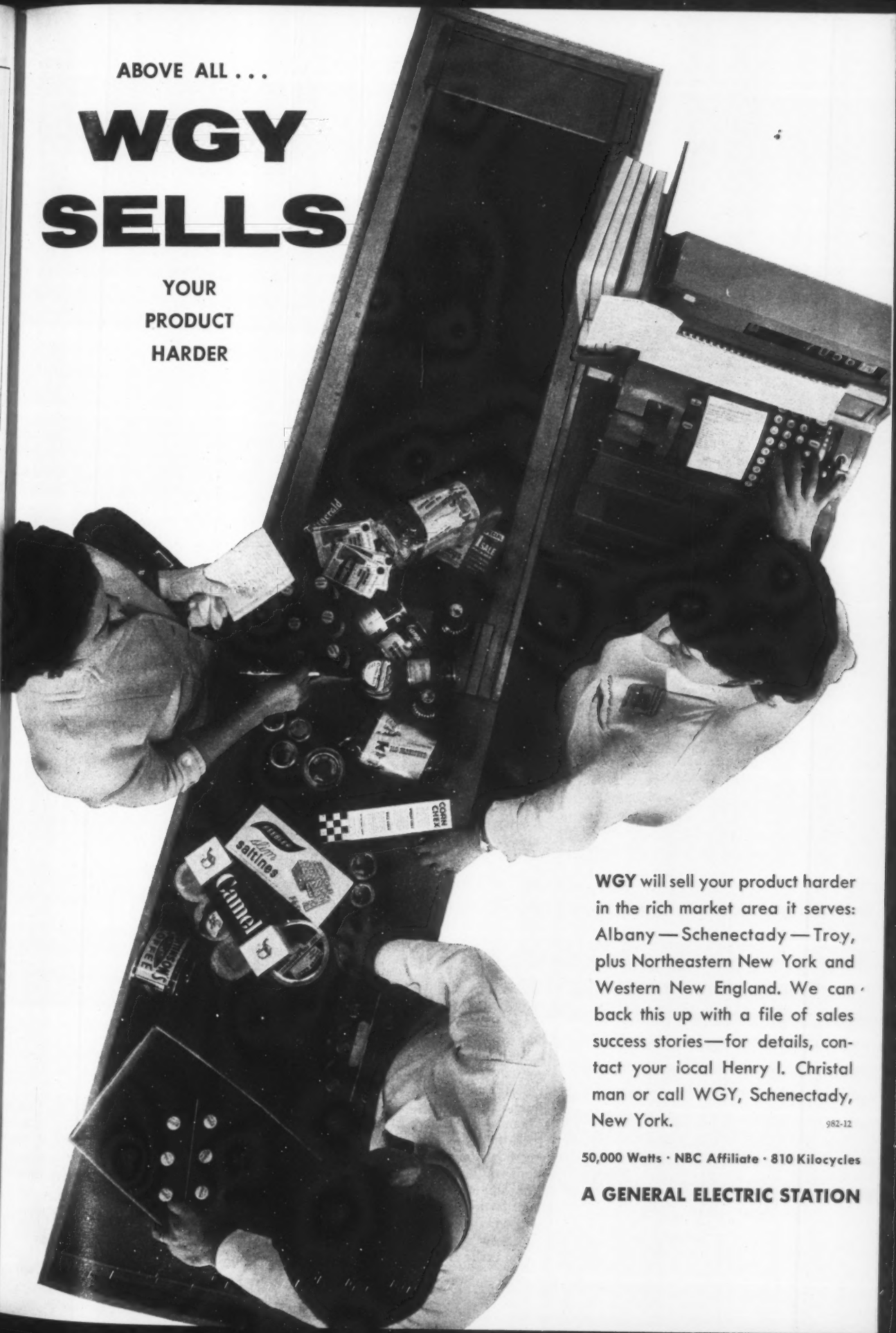
'Midnight' on market • MCA-TV, N.Y., is making *Johnny Midnight*, half-hour mystery film series, available for regional and local sponsorship. An early customer is P. Ballantine & Sons, which, through William Esty agency, has bought the new show for 26 markets covering most Eastern states. *Johnny Midnight* stars Edmond O'Brien.

WNJR
negro radio for metro new york

ABOVE ALL . . .

WGY SELLS

YOUR
PRODUCT
HARDER

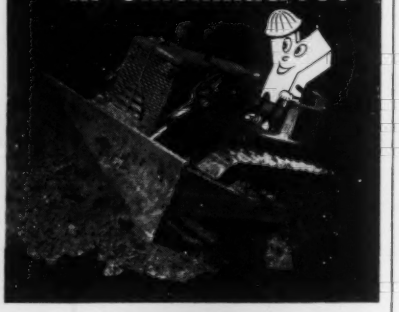


WGY will sell your product harder in the rich market area it serves: Albany — Schenectady — Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, New York. 982-12

50,000 Watts · NBC Affiliate · 810 Kilocycles

A GENERAL ELECTRIC STATION

When you've got a BIG job in Cincinnati...



let BIG Y DO IT!

BIG Y has AUDIENCE AND POWER . . . the BIGGEST metropolitan audience of any Cincinnati station (April-May 1959 Nielsen) and 50,000 WATTS of SELLING power to reach all the Cincinnati area.

We are doing a BIG job every day for our advertisers. Here's what a few say about us:

"With WCKY, we set an all-time record for SOHIO station openings in Cincinnati and in Ohio." Elmer Horstmeyer, Hyde Park Sohio Service

"We can honestly say the results from our WCKY broadcasts were the best promotions we ever had." Saul Marmer, Pres. Jems Shoe Stores

"Our account, Jennings Buick, has asked me to express to you how pleased he is with the result of his WCKY broadcasts . . . . . we are a firm believer in the aggressive grass roots showmanship that WCKY does so well." Art Radkey, V.P. Keelor & Stites Co.

Let BIG Y work for you in Cincinnati! Call Tom Welstead at our New York office, Eldorado 5-1127, or AM Radio Sales in Chicago and the West Coast.

BIG WCKY 1530

Cincinnati, Ohio

EQUIPMENT & ENGINEERING

PRODUCTION, SALES PACE GOOD

Current year's radio-tv set figures ahead of 1958, according to EIA

Radio and television set production and retail sales for the first seven months of 1959 are running far ahead of the same 1958 period, according to Electronic Industries Assn.

Radio production for the first seven months of this year totaled 7,936,621 sets, including 3,154,921 auto sets, compared to 5,212,135 sets, including 1,650,898 auto radios, in the comparable months of 1958.

Output of fm sets, 247,976 for the seven months, more than doubled the 113,318 sets in the same 1958 months.

July radio output totaled 829,035 sets, including 254,725 auto models, compared to 592,972, including 186,379 auto models, in July 1958.

Radio sales at retail (auto sets not included) totaled 3,685,708 from January to July compared to 3,177,679 in the same 1958 months. July radio sales totaled 526,827 sets compared to 465,545 in the same 1958 month.

Tv output totaled 3,133,075 sets in the first seven months of 1959 compared to 2,442,929 in the like 1958 months. July tv output totaled 350,360 sets (21,022 with uhf tuning) compared to 274,999 (23,205 with uhf) in July 1958.

Tv sales at retail totaled 2,634,532 for the January-July period compared to 2,456,662 in the same months last year; 370,575 in July compared to 279,010 in July 1959.

Raytheon expects half billion earnings

Raytheon Co., Waltham, Mass., will approach half a billion dollars in sales in 1959, according to Charles F. Adams, president of the electronics firm. The rapidly-expanding company has prime contracts for the Hawk and Sparrow III missiles, radar and sonar equipment and has plans for sky stations to hover miles above the earth (BROADCASTING, Aug. 10).

Mr. Adams noted that both sales and earnings in the first half of this year were at record levels and predicted that "1959 should be the best year in our history."

EIA to hear report on spectrum study

Progress of an Electronic Industries Assn. subcommittee studying spectrum allocation will be reviewed Sept. 22-24 at the EIA's autumn conference, to be held at the Traymore Hotel, Atlantic City. Military and consumer products committees along with other electronic industry units will meet during the conference.

James D. Secrest, EIA executive vice president, said the special tv film showing how the electronics industry functions will be previewed at Atlantic City. The film was prepared jointly by EIA and National Assn. of Manufacturers and will be sent to the 265 tv stations for NAM's *Industry on Parade*.

H. Leslie Hoffman, of Hoffman Electronics Corp., will discuss frequency control legislation as chairman of EIA's Spectrum Committee. This group plans to file comments and recommendations with Chairman Oren Harris (D-Ark.), of the House Commerce Committee, author of frequency control legislation.

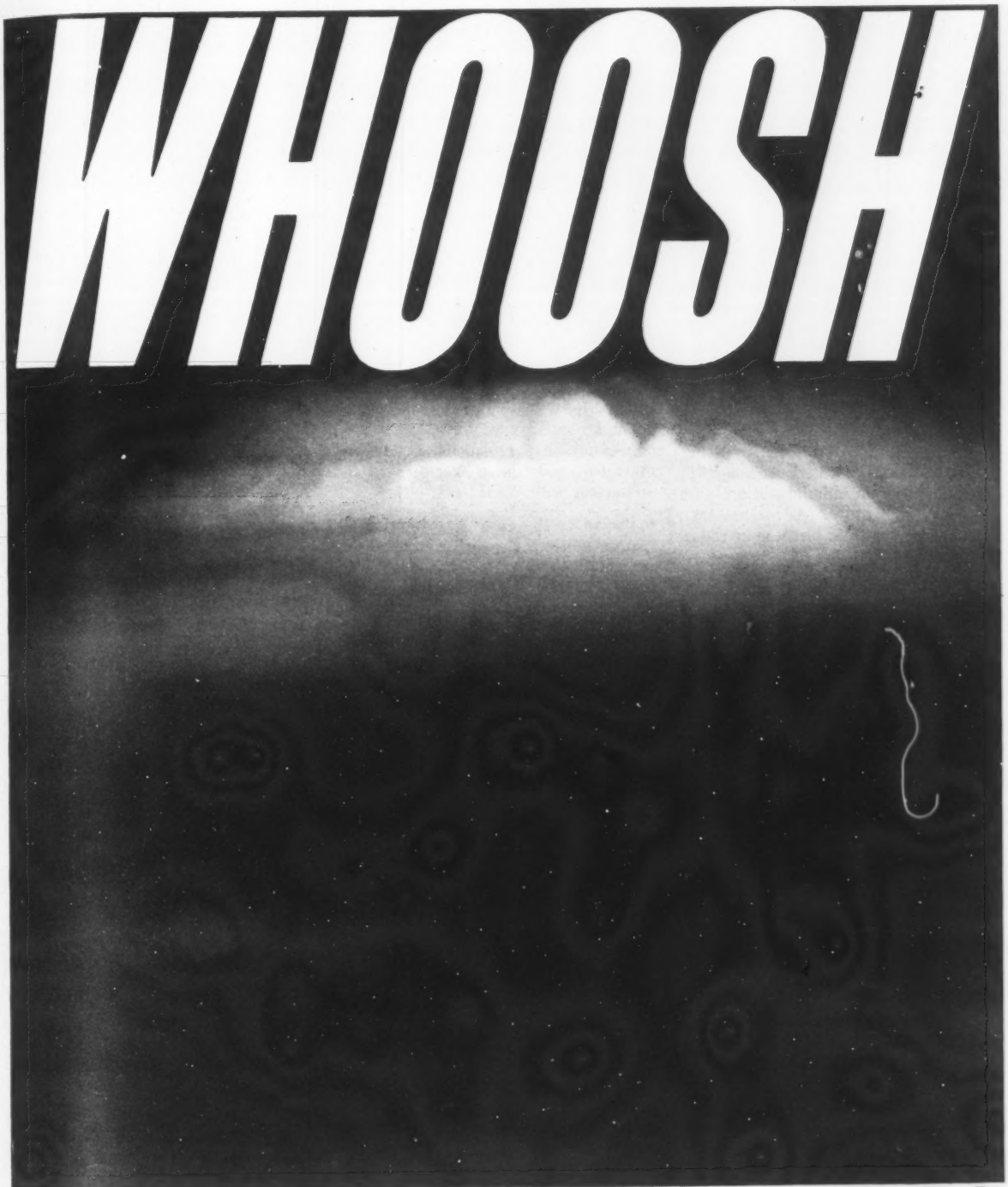
David R. Hull, Raytheon Mfg. Co. vice president and EIA president, will preside at a Sept. 24 meeting of the association's board. Marion E. Pettegrew, Sylvania Electric Products, will preside at a meeting of the Consumer Products Division which will hear reports on the current autumn promotion for tv receivers. The promotior began Aug. 15 and ends Sept. 15.

Ampex ships vtr to six etv outlets

The Professional Products Div. of Ampex Corp., Redwood City, Calif., shipped Videotape recorders to six educational tv stations at the beginning of the month. They are part of the $2.5 million Ford Foundation grant to the National Educational Television & Radio Center, Ann Arbor, Mich., (BROADCASTING July 27) to provide 43 tv recorders to etv outlets.

These are the first to receive recorders under the grant: KUHT (TV) Houston, WUFT (TV) Gainsville, Fla.; WTVS (TV) Detroit, KTCA-TV St. Paul-Minneapolis, WMVS-TV Milwaukee, and WOSU (TV) Columbus, Ohio.

Stations that were to reeeive recorders last week include WQED (TV) Pittsburgh, WTTW (TV) Chicago, WYES Tampa and WETV (TV) Atlanta.



Finest way to speed to Europe . . . that's KLM! Fast flights whisk you non-stop across the Atlantic. Friendly flight attendants treat you to world-famous Royal Dutch service—the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM office. KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, New York.

40 YEARS

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE

WHOOSH . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM non-stop to Europe . . . and beyond!

FATES & FORTUNES

Broadcast Advertising

• WILLIAM J. PETERSON resigns as vp in charge of west coast radio-tv for Cunningham & Walsh, Hollywood. EDWARD H. CALHOUN, marketing supervisor at C&W, N.Y., appointed senior vp and director of marketing services.

• WARREN W. SCHWED, formerly advertising and pr director of Eureka-Williams Corp., Bloomington, Ill. (vacuum cleaners), to Grey Adv., N.Y., as vp and manager of pr department.

• DONALD A. WELLS, management supervisor at BBDO, N.Y., and LOUIS J. ROLLE, account group supervisor at agency's San Francisco office, named vps.

• ROY PASSMAN, formerly manager of network program administration with NBC-TV, N.Y., to J. M. Mathes Inc., that city, as associate director of radio-tv.

• THOMAS S. THOMPSON, product manager for Instant Maxwell House Coffee at General Foods, White Plains, N.Y., named national sales manager of GF's Maxwell House Div.

• ROBERT P. ENGELKE, formerly with ABC, to Ted Bates, N.Y., as media supervisor.

MR. BLISS

• VINCENT R. BLISS, formerly president of Earle Ludgin & Co., Chicago, appointed vp and assistant to president of Campbell-Ewald. Mr. Bliss, who was with Ludgin for 20 years, will have "responsibility of expanding [C-E's] branch office services." He will divide his time between Detroit and his Chicago headquarters.

• CHARLES SHAFFRAN appointed account executive with Lavenson Bureau of Advertising, Philadelphia. He was previously assistant to executive vp and announcer with WFIL, that city.

• DAVID L. PHELPS, sales training director of Ice Cream Merchandising Institute, Washington, to Fessel, Siegfriedt, Dooley & Moeller, Louisville, Ky., as account executive.

• DON LILLY appointed account supervisor and vp in charge of creative department of S. L. Brown & Assoc., advertising agency, Houston.

• BURTON WASSERMAN, formerly research director of Chicago office of Campbell-Mithun, named to new post of marketing research director in charge of supervising media and research activities with George H. Hartman Co., Chicago.

• GEORGE T. CLARKE, associate professor of marketing, New York U., named director, Bureau of Education and Research, Advertising Federation of America. He will continue in present post at N.Y.U. MAE KEENAN, secretary to AFA president, appointed assistant director of education and research.

• MAURICE E. ATKINSON, advertising manager of Jacob Ruppert Brewery, N.Y., appointed to broadcast advertising committee of Assn. of National Advertisers Inc.

• ARMELA SELSOR, formerly assistant media director at North Adv., Chicago, to Edward H. Weiss & Co., that city, as space buyer.

• A. J. LAPPIN, plant manager of Dynamics Corp. of America's Winsted Hardware Mfg. Div. (Waring Blendor, Shavex shaving accessories and others), Winsted, Conn., named vp of that division.

• BILL TRADER, formerly with sales staff of XEAK Tijuana, Mexico, to Tullis Co., Hollywood agency, as account executive.

MR. WYATT

• EVANS YOUNG WYATT, formerly vp and account executive at Ted Workman, Dallas advertising agency, opens own agency in that city at 5635 Yale Blvd. Phone: Emerson 3-1762. Mr. Wyatt, who was previously with Pitluk Adv. and Conroy Adv., both San Antonio, announces that his office will specialize in southwest advertising.

The Media

• RICHARD H. GURLEY JR., formerly national sales coordinator with WBZ-TV Boston, named assistant sales manager of KDKA-TV Pittsburgh. Both are Westinghouse Broadcasting Co. stations.

• JOHN F. BURK, national sales coordinator of WJZ-TV Baltimore, appointed assistant sales manager.

• JOEL FLEMING, station manager of WTKO Ithaca, N.Y., elected vp of Radio Ithaca Inc., company which owns station.

• HARRY WILBER, account executive with WLS Chicago and formerly sales promotion manager of WBBM that city, appointed station manager of WBEE Harvey, Ill.

MR. COSGROVE

• JACK COSGROVE, national sales manager of WTCN Minneapolis-St. Paul, appointed sales manager. NORMAN PAGE, WTCN account executive, promoted to regional sales manager. Both men have been with station for past five years.

• J. P. (JIM) HAYES JR., formerly national sales manager of WGAC Augusta, appointed manager of WLAQ Rome, both Georgia.

• CHARLES HENDRICKSON, on sales staff of KARD-TV Wichita, Kans., promoted to local sales manager.

• ROBERT M. MILLER, formerly with WERE-AM-FM Cleveland, named program manager of WERC-AM-FM Erie, Pa. Other WERC appointments: JOHN LUTHER, announcer, to news director; JERRY GLENN, formerly with WARD-AM-FM Johnstown, and TOM SILVER, formerly with WACB Kittanning, both Pennsylvania, as air personalities.

• EUGENE L. REILLY, director of sales

IN MEMPHIS... IT'S CHANNEL 3

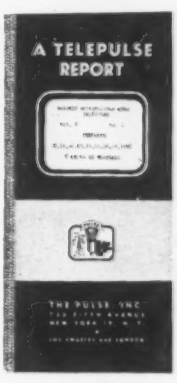
First by Far!

In Survey After Survey—

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Apr. 17-May 14, 1959 (Metro Area)	Pulse May 1959 (Metro Area)	Nielsen July 1959 (Station Area)
WREC-TV	**250**	**309**	**276**
Sta. B	80	79	64
Sta. C	68	7	56

1st by A.R.B.



1st by Pulse

1st by Nielsen

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

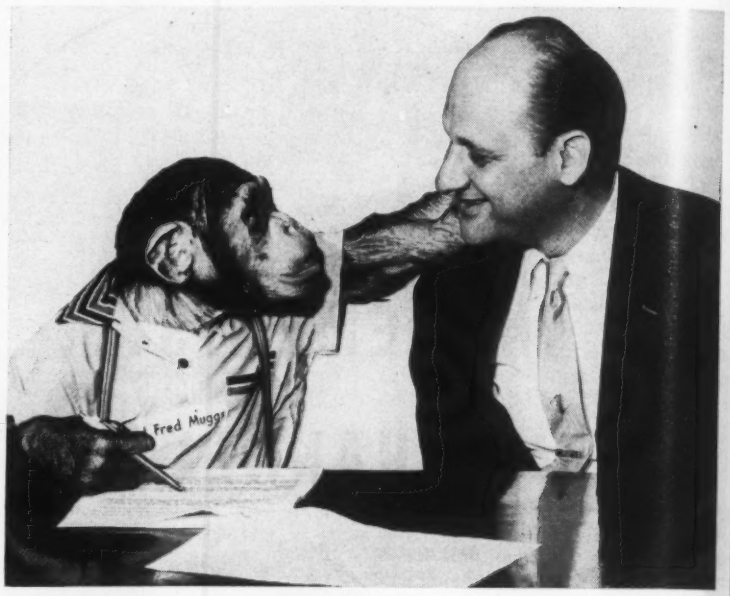
Watching habit
in Fresno
(California)

KMJ-TV

first station in Fresno

KMJ-TV
Fresno, California

The Katz Agency
National Representative



"So it's all set!" • J. FRED MUGGS, tv personality (left), makes final arrangements for his new television series which starts today (Sept. 14) over WNTA-TV Newark, N.J. Mr. Muggs is conferring with TED COTT (right), vp in charge of NTA station operations. Series will be televised 6-6:30 p.m. Monday through Friday evenings.

of Trendex Inc., N.Y., named vp in charge of sales.

• JOHN LOGAN, account executive with CBS Radio Spot Sales, Detroit, named tv spot sales manager there. GEORGE R. SWEARINGER, account executive for CBS Radio Spot Sales, N.Y., transferred to similar position in tv spot sales, Atlanta office.

• LEO KOVNER, tv columnist, critic and reporter with *Hollywood Reporter*, to KTLA (TV) Los Angeles as assistant director of publicity. JUDY MORROW, of Larry Alexander Adv., also joins KTLA publicity staff.

• BRUCE J. BLOOM, formerly assistant director of public relations with WROC-TV Rochester, N.Y., appointed publicity director of WCAU-TV Philadelphia.

• DONALD W. RICHARDSON, CBS Newsfilm, syndication manager, Washington, named manager.

• LIONEL VAN DEERLIN appointed newscaster and news director of XETV (TV) Tijuana-San Diego.

• AARON COHEN, formerly with media research department at William Esty & Co., N.Y., to WPIX (TV), that city, as research analyst and assistant to supervisor, sales development department.

• ROBERT JOSEPH WADE SR., 51, tv scene designer, died last week at his Larchmont, N.Y. home following surgery. He was first art director of NBC-TV and won 1955-56 Christopher and Robert Sherwood awards.

• SAMUEL L. EADIE, formerly account executive with Weed Television Corp., Chicago, station rep, to WGN-TV, that city, in similar capacity.

• DICK CARR, formerly with WBNY Buffalo, N.Y., appointed program director of WCUE-AM-FM Akron, Ohio. Also joining WCUE: DON FORTUNE and ART KNIGHT, air personalities, who were with WINE Buffalo and WARM Scranton, Pa., respectively.

• RICHARD J. FISCHER, formerly with news department of WBBM-TV Chicago, appointed news director of WLW and WLWT (TV) Cincinnati.

• FRED S. FISCHER named manager—credit control for CBS Inc.

• NORRIS KALAR, formerly account executive with WOL Washington and WITH Baltimore, to WTTG (TV) Washington in similar capacity.

• RALPH A. BARNES appointed news di-

CHECK ✓ and
DOUBLE CHECK ✓✓

✓
WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓
One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

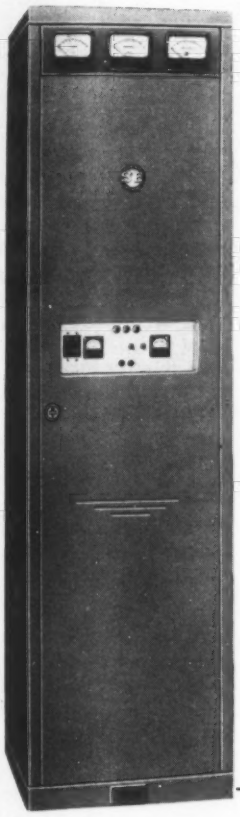
WTHI-TV
CHANNEL 10 • CBS—ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.

WNJR
negro radio for
metro new york

Check these advanced features

that make Standard Electronics your best buy

in FM TRANSMITTING EQUIPMENT



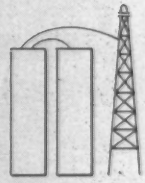
Compact, accessible design

saves as much as 45% of the space required by other transmitters of the same rating. All parts are readily accessible for easy servicing.

☐ **Provision for multiplexing**
as standard equipment, with 30 to 15,000 cps on both main and subchannel for FM/FM stereo broadcasting.

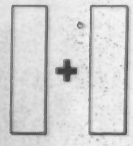
☐ **SERRASOID® modulator**
for inherent stability—permitting unattended remote operation—simple design and operation, low first cost and upkeep.

☐ **Built-in PATCHOVER protection,**
pioneered by S-E in TV, now available for the first time in FM to keep you on the air despite emergencies. Impedance matched units permit connecting driver direct to antenna in seconds in event of trouble in amplifier.



☐ **Semiconductor rectifiers,**
with unlimited life, cut tube replacement costs, power consumption, heat dissipation, space requirements.

☐ **ADD-A-UNIT expansibility,**
another TV-proven feature, now offered exclusively by S-E to let you start with an economical FM transmitter, later add an amplifier when you're ready to boost power.



☐ **All-around economy,**
with SERRASOID exciter using fewer, receiving type tubes; final amplifier of 5 kw transmitter using only one tube, at ½ the cost of the tube complement of other 5 kw transmitters.

Standard Electronics Division Radio Engineering Laboratories, Inc.
29-01 Borden Avenue, Long Island City 1, N. Y.

I'm interested in upping my station's earning power with your new FM transmitting equipment. Please send me the data checked:

- ☐ FM-MUX SERRASOID Multiplex Exciter, type 936
- ☐ FM 250 watt Multiplex Transmitter, type 930
- ☐ FM 1 kw Multiplex Transmitter, type 940
- ☐ FM 5 kw Multiplex Transmitter, type 2012
- ☐ FM 10 kw Multiplex Transmitter, type 2013
- ☐ FM 3 kw Amplifier, type 938
- ☐ FM 10 kw Amplifier, type 941

Name .....

Title ..... Station .....

Address .....

Features like these give you outstanding value in S-E transmitters, amplifiers and exciters for FM. For complete information, check the coupon or call your Standard Electronics engineering representative:

JIM CAMPBELL, Washington, D.C., REpublic 7-2246
"HUTCH" HUTCHINS, Davenport, Iowa, 2-4040
WALT STYLES, San Francisco, Calif., PRospect 6-1078
REED HAYTHORNE, Tucson, Ariz., AXtell 8-0053
JOHN HILLEGAS, Atlanta, Ga., DRake 7-1606
BILL RAPPOLT, New York City, STillwell 6-2100

STANDARD ELECTRONICS

Division of
RADIO ENGINEERING LABORATORIES, INC.

29-01 Borden Avenue, Long Island City 1, N.Y. STillwell 6-2100 Teletype NY4-2816

Distributed throughout Canada by NORTHERN ELECTRIC COMPANY LIMITED, overseas by CBS INTERNATIONAL.

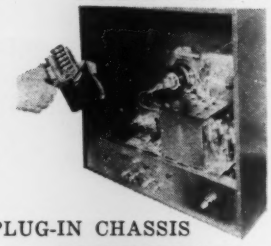
KTVH is
POWER SELLING*
in Central Kansas

to SELL KANSAS

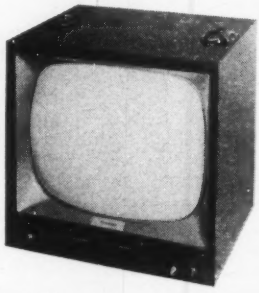
* More people view KTVH than any other Kansas TV (Nielsen, June, 1958).

BUY KTVH
STUDIOS IN HUTCHINSON AND WICHITA
BLAIR TELEVISION ASSOCIATES, INC.

FOTO-VIDEO MONITORS
BROADCAST QUALITY EARLY DELIVERY



V-92A



PLUG-IN CHASSIS

UTILITY MONITORS
V-36C-14" V-96A-17"
V-98A-21" V-92A-24"

ALL MONITORS COME IN METAL CABINETS AND INCLUDE HIGH AND LOW VOLTAGE SUPPLIES

(Professional Models also Available)

FEATURES
- Field-Proven in Government and Broadcast TV Stations
- Superior definition
- Excellent focus and interlace
- Video response flat to 8 mc.
- Distortion free DC restorer
- New high efficiency linear deflection system
- Positive operation of all controls
- Silicon rectifier power supply
- Aluminized picture tube with gray face plate
- Bridging input with built-in terminating resistor and switch
- Broadcast quality construction, terminal boarded
- Plug-in chassis modules
- Every Unit Specification-Tested

DESCRIPTION

The Foto-Video Monitors are highly reliable display units for broadcast and closed circuit use. They are designed for the continuous presentation of 600 line picture information with high brightness.

The Video Amplifier, Deflection Generator, High Voltage Supply, and Low Voltage Supply, consist of individual plug-in-sub-chassis for optimum accessibility. The front panel is removable for cleaning the picture tube face and safety glass.

The high gain, wide band video amplifier incorporates DC restoration to maintain black level regardless of picture content. Silicon semiconductor rectifiers provide very reliable DC power with a minimum of heat.

Write, wire or phone for full information.

FOTO-VIDEO LABORATORIES, INC.
CEDAR GROVE, N.J. CEnter 9-6100

rector of WLOB Portland, Me., succeeding JAMES NIELDS, who resigns to join UPI Boston.

• GEORGE R. ELLIOT, formerly western manager for Daniel Starch and Staff (research service), joins National Field Service (affiliate of Alfred Politz Research), N.Y., as manager of new business development.

• EDWARD MCMULLEN, formerly account executive with WINS New York, to WNEW-TV, that city, in similar capacity.

• JOSEPH M. HIGGINS, general manager of WTHI Terre Haute, appointed to fill unexpired term of CARL W. VANDAGRIFT, formerly general manager of WOWO Fort Wayne, now in similar position with KYW Cleveland, as president of Indiana Broadcasters Assn. E. BERRY SMITH, general manager of WFIE-TV Evansville, named secretary-treasurer, succeeding ROY L. HICKOX, president of WLRP New Albany, who resigned following sale of his station. JOHN R. ATKINSON, manager of WHBU Anderson, and JOSEPH EDWARDS, WAMW Washington, named to fill two vacancies on board for balance of current term.

• WARREN S. PARK JR., formerly program director of WMUR-TV Manchester, N.H., joins WGBH-TV Boston, educational station, as producer-director.

• HAL RAYMOND, formerly with KICN Denver, named operations manager of KISN Portland-Vancouver, Wash., both Star stations. KEN LOMAX joins KISN as account executive.

• DON R. HUGHES, formerly director of news with Public Radio Corp. (KIOA Des Moines, Iowa; KAKC Tulsa, Okla.), to KJR Seattle, Wash., in similar capacity.

MR. MOORE

• WALTER E. MOORE, for past two years account executive in Atlanta office of CBS TV Spot Sales, appointed sales manager of WPLO, that city. He was previously local account executive with WAGA-TV there.

• LANE WEISS, formerly San Francisco sales manager of *Radio-TV Guide*, appointed manager of new office of B-N-B Inc., station rep, in that city, at 681 Market St. Phone: Exbrook 7-3997.

• MILTON KAHN, formerly advertising manager of Food Machinery and Chemical Corp., Lakeland, Fla., to WTVJ (TV) Miami as national account executive.

MR. BRESTOFF

• PHILIP BRESTOFF account executive with KABC Los Angeles, named sales manager. Mr. Brestoff was previously in executive position with WXYZ Detroit.

• DIANE NEUGARTEN, traffic manager of WINS New York, to WIP Philadelphia as director of operations.

• EDDIE SMARDIN, formerly western sales manager of Jayark Films, N.Y., appointed account executive with KHJ-TV Los Angeles.

• ROBERT W. DICKEY, vp and account executive with Price & Price, Pittsburgh advertising agency, and previously air personality and account executive with KDKA, that city, returns to station in latter capacity.

• JAMES GREER, formerly with office

NAB committees

Two committees for the 1959-60 term were announced last week by NAB President Harold E. Fellows — Membership and Board Convention Committees.

Co-chairmen of the convention group are THOMAS C. BOSTIC, KIMA Yakima, Wash., and PAYSON HALL, Meredith Publishing Co., Radio-Tv Div. The committee will meet Sept. 22 at the Conrad Hilton Hotel, Chicago. Serving with the co-chairmen are FRED A. KNORR, WKMH Dearborn, Mich.; J. R. LIVESAY, WLBH Mattoon, Ill.; ROBERT J. MCANDREWS, KBIG Hollywood; DWIGHT W. MARTIN, WAFB-TV Baton Rouge, La.; W. D. ROGERS, KDUB-TV Lubbock, Tex.; G. RICHARD SHAFTO, WIS-TV Columbia, S.C.; F. C. SOWELL, WLAC Nashville, Tenn., and WILLARD E. WALBRIDGE, KTRK-TV Houston.

Co-chairmen of the Membership Committee are Mr. Rogers and BEN SANDERS, KICD Spencer, Iowa. Other members are JOSEPH E. BAUDINO, Westinghouse Broadcasting Co.; JOHN S. BOOTH, WCHA Chambersburg, Pa.; JOSEPH M. HIGGINS, WTHI Terre Haute, Ind.; BOYD KELLEY, KTRN Wichita Falls, Tex.; MR. MCANDREWS; C. WREDE PETERSMEYER, Corinthian Broadcasting Corp.; HUGH O. POTTER, WOMI Owensboro, Ky., and Mr. Walbridge.

Another thriller-diller from WJRT—

"One if by land! Two if by sea!"

"And four if by WJRT, Ponsonby— the efficient way to cover Flint, Lansing, Saginaw and Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

services division of CBS, N.Y., to WVOS Liberty, N.Y., as announcer.

• EDDIE DILLON, formerly air personality with KVOR and KWBY, both Colorado Springs, to KEYT (TV) Santa Barbara, Calif., in similar capacity.

• ROGER ERICKSON, formerly with WAVN Stillwater, Minn., to WCCO-TV Minneapolis-St. Paul, as announcer and tv personality.

• VIRGIL CLEMONS joins KFMB San Diego as account executive.

• HENRY ELLIOTT, previously news director of WORL and on staff of WBZ-TV, joins WTAO-WXHR (FM), all Boston, as account executive.

• ALFRED F. MCCABE, formerly account executive with WGLI-WTFM (FM) Babylon, N.Y., to WOV New York in similar capacity.

• PETER SCHACHTE, son of Henry Schachte, executive vp of Lever Brothers Co., N.Y., joins production staff of WKTV (TV) Utica, N.Y. He is recent graduate of Emerson College, Boston, majoring in broadcasting.

• DICK ABELL, formerly with Headley-Reed, station rep; LARRY LARSON, with Curt Adv., L.A., and SHAYLE RAY, formerly with KGFJ Los Angeles, join sales staff of KRLA Pasadena, Calif., which was KXLA. ARMAND LAMONT, on sales staff of KXLA nine years, transfers to KRLA.

• NORMAN NORTON, graduate of Northwest Schools, Portland, Ore., moves from KOZI Chelan, Wash., to KGAY Salem, Ore., as announcer-salesman. Other Northwest graduates' appointments: DONALD BOYD, formerly with KWIZ Moses Lake, Wash., to KVAS Astoria, Ore., as air personality; SAN BERNHARD to KITI Chehalis, Wash., as account executive.

• JAMES MULLINS appointed acting news director of WKBN Youngstown, Ohio, succeeding SID DAVIS.

• STAN BOHRMAN, announcer and newscaster with KNXT (TV) Los Angeles, to WNAC Boston as air personality.

• ED SULLIVAN, tv personality and columnist, elected to board of J. J. Little & Ives, Co., N.Y., educational publisher. Mr. Sullivan has contract with company to sponsor series of hi-fi records to be sold in supermarkets.

• DON MCKINNON, formerly program director of KOWH Omaha, to KABC Los Angeles as air personality.

Programming

• FLOYD (IRISH) BLANKENSHIP, formerly with ABC Films, named special sales agent for Crosby-Brown Productions, covering Minnesota, Wisconsin, South Dakota, Iowa and Nebraska for that tv syndication firm from headquarters in Minneapolis.

• BILL GIBBS, script-writer with MGM-TV, N.Y., named creative director of industrial film department.

• JOE KING, voice of 20th Century Fox News and Colgate's "Mr. Gardol," joins WOR-TV New York as narrator of new film series *King of Adventure*.

• WALLY ROBINSON, previously with UP, *Variety* and Columbia Records, to public relations department of Broadcast Music Inc., N.Y.

• LEO SILBER, house counsel of Official Films Inc., N.Y., resigns effective Oct. 1.

• BROWN MEGGS, staff assistant for public relations with Capitol Records, appointed director of public relations, new position. VIC ROWLAND, press relations manager, resigns and is succeeded by his assistant, FRED MARTIN. Under reorganization, press relations department becomes division of new pr department. BOB KLEIN, sales manager of Miami branch of Capitol Records Distributing Corp., named national popular album merchandising manager. MICHAEL L. JACOBS, operations supervisor of Philadelphia branch of distributing company, to operations manager of Indianapolis branch, succeeding JACK MCCARTY, who transfers to Detroit office in similar capacity.

• ALBERT MCCLEERY, formerly producer-director with NBC-TV, with *Hallmark Hall of Fame* and NBC *Matinee Theatre* series among his credits, signs long-term exclusive contract as producer for CBS-TV, N.Y.

Equipment & Engineering

MR. OLDFIELD

MR. COWAN

• HOMER R. OLDFIELD, vp and manager of government equipment division of Raytheon Co., Waltham, Mass., elected to new post of group vp — electronic components and devices, effective Oct. 1. STUART D. COWAN, vp and executive committee member at Donahue & Coe, N.Y., named to new post of director of commercial marketing services for Raytheon. Mr. Cowan has been account supervisor on Raytheon for past 10 years.

• BARRY J. SHILLITO, formerly sales head of Hughes Aircraft Co., Culver City, Calif., appointed executive vp and general manager of Houston Fearless Corp., L.A., manufacturer of film processing systems and precision audio-film equipment. EDGAR A. RABEY, formerly assistant to director of advertising and pr of Litton Industries, Inc., L.A., electronics firm, named director of advertising and pr for Houston Fearless.

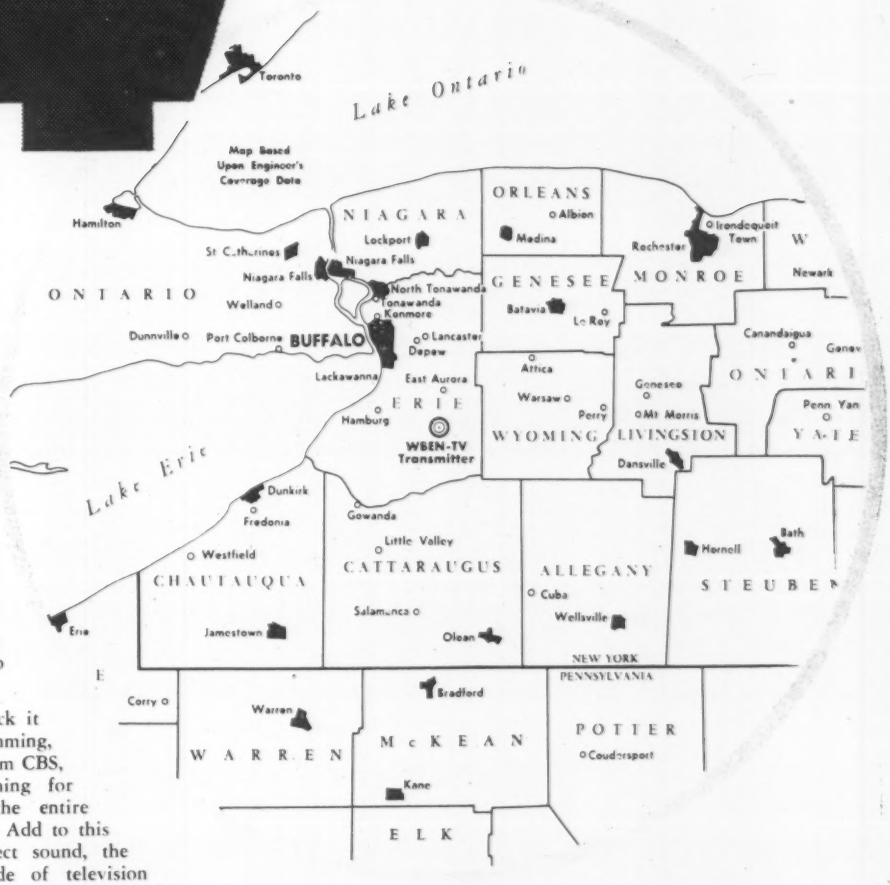
• ROLLAND V. ROBISON, manager of product planning, Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., named product sales manager—transistors, for that division. JOHN H. SKEHAN JR., supervisor of receiving tube merchandising, Sylvania Electric Products, Emporium, Pa., transfers to company's New York office as manager of sales training for Electronic Tubes Div.

• JACK HOUSEMAN, assistant to sales manager of Packard-Bell Electronics Corp., L.A., named Southern Califor-

WNJR
negro radio for
metro new york

channel

4 this is WBEN-TV land



In this busy area . . . most television viewers watch WBEN-TV most of the time

The domination of WBEN-TV of the 14 county Western New York and Canadian Niagara Peninsula market is attested to by all audience studies.

Which one do *you* read? Check it and see how the quality programming, the foremost network shows from CBS, plus prestige local programming for balanced entertainment for the entire family put WBEN-TV on top. Add to this the perfect pictures and perfect sound, the result of more than a decade of television pioneering, and you have the sum total of outstanding leadership and audience loyalty, day in day out, month after month.

Consistently, TV viewers of Buffalo, Western New York, nearby Pennsylvania and the Canadian Niagara Peninsula vote overwhelmingly in favor of the entertainment educational, cultural, and informative programs . . . presented as a community responsibility by WBEN-TV on Channel 4.

Reason enough that in WBEN-TV land your TV dollars count for more on Channel 4.

Represented nationally by
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV

A SERVICE OF THE BUFFALO EVENING NEWS

CBS the nation's top network

Executive reservists • These 13 members of the FCC unit of National Defense Executive Reserve received certificates of service after attending a two-day communications seminar, a phase of "Operations Alert," near Gettysburg, Pa. (BROADCASTING, Aug. 31). L. to r: Kempster W. Pyle, KSIR Wichita, Kan.; Louis E. Kearney, communications engineer, Assn. of American Railroads; Dr. George R. Town, engineering research director, Iowa State College; Martin B. Campbell, Area Educational Tv Foundation, Dallas; Warren E. Baker, Washington attorney and former FCC general counsel; James P. Veatch, manager, RCA Frequency Bureau, Washington; Joseph E. Baudino, Westinghouse Broadcasting Co. vice president; James L. Howe, WIRA Ft. Pierce, Fla.; Jack S. Younts, WEEB Southern Pines, N.C.; Vincent T. Wasilewski, NAB government relations manager; Harold R. Huntley, chief engineer, AT&T; Lawrence Webb, manager, Station Representatives Assn. and John E. McCoy, Storer Broadcasting Co. vice president. Five other members are not shown.

nia district sales manager for P-B's home products division.

• GEORGE A. WEISS, formerly civilian assistant to chief scientist and special assistant to commanding general, U.S. Army Electronic Proving Ground at Fort Huachuca, Ariz., joins TelePrompTer Corp. as west coast manager of group communications division. JOHN R. BARRINGTON, formerly partner in Irwin N. Rosee Co., N.Y., (pr firm), joins TelePrompTer, that city, as pr director.

Government

• KENNETH W. MILLER, FCC Conelrad supervisor, has received U.S. Air Force's exceptional service award for helping develop Conelrad into "effective instrument for civil and air defense."

• ROBERT MCMAHON, 32, former staff member of House Legislative Oversight Subcommittee, died in Lafayette, Ind., Sept. 4, following heart attack. Mr. McMahon, who left the subcommittee Jan. 1 to teach, specialized in communication matters, was author of comprehensive report on legislative history of regulation of broadcasting.

International

• PETER MCDONALD and GUNNAR RUGHEIMER, top executives of English-language tv network of Canadian Broadcasting Corp., resign to join MCA-TV Ltd., Toronto. Mr. McDonald has been

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

SWINGLES*
CUSTOM MADE
ONLY $38
ON CONTRACT
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that sell your station, win audience loyalty.
COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.
SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

THE JINGLE MILL • 203 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

with CBC for 14 years in both production and administrative fields, was director of CBC's English-language tv network when he resigned. Mr. Rugheimer, assistant director of tv network and previously its commercial representative joined CBC 11 years ago on the Scandinavian shortwave service, has been tv news director for network.

MR. ROSS

• JOHN T. ROSS, executive vp of Robert Lawrence Productions Ltd., Toronto, named president, effective Oct. 6. Prior to joining RLP-Canada, Mr. Ross was radio-tv producer at Cockfield, Brown & Co., Montreal advertising agency.

• GUY F. HERBERT, retired executive vp of All-Canada Radio & Television Ltd., Toronto, named executive consultant of Trans-Video Productions Ltd., that city.

JUDGE WEINMAN

JUDGE HENLEY

The Senate has approved President Eisenhower's appointments of J. SMITH HENLEY and CARL A. WEINMAN, both prominent in the broadcasting industry, to federal judgeships. Mr. Weinman was appointed district judge for the southern district of Ohio. He is secretary-treasurer and director of WSTV-AM-FM-TV Steubenville, Ohio, and director of WPIT Pittsburgh.

The new judge holds an L.L.B. from Michigan U., is a member of the Ohio and American Bar Assns. and has written legal articles for various magazines. He was a common pleas judge for Jefferson County, Ohio, for 12 years.

Judge Henley was named roving judge in the eastern and western districts of Arkansas, actually appointed in February 1958 (BROADCASTING, March 3, 1958). He joined the FCC's general counsel's office in 1954 and the next year was named associate general counsel. He left that post in 1956 to head the Office of Administrative Procedure in the Dept. of Justice.

Nems • Clarke Type 120-E

FIELD INTENSITY METER

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

Compact Lightweight Direct Reading

NEMS CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

Precision Electronics Since 1909

MIDWESTERN DAYTIMER—Good frequency with 1000 watts power. Station needs aggressive management. Price $110,000 with $55,000 down. Liberal terms on balance.

SOUTH-CENTRAL CALIFORNIA—250 watt full-timer serving market of 35,000. Grossing $3,000-plus monthly and capable of doing much better. Total price $60,000 with $20,000 down.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

JUST AROUND THE CORNER
(could be YOUR corner!)

A HAZARD THAT NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Directed at Station, Staff, Speaker, Talent, Sponsor

You can't recapture the **WORDS** but you **CAN INSURE** and hold possible Dollar Loss within non-embarrassing limits.

Learn about our **UNIQUE EXCESS POLICY** which does the job at surprisingly low cost.

FOR DETAILS AND RATES WRITE

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York 107 William St · Chicago 175 W. Jackson · San Francisco 100 Bush St

Program Guide For FM-SCA LICENSEES
Present and Prospective

The only background music on tape that *isn't* also on transcriptions available to any broadcaster is

MOTIVATIONAL * MUSIC by Magne-Tronics
*Trade Mark

Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—

mail coupon today for complete particulars.

MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME.....
STATION.....
STREET.....
CITY..... STATE.....

KDKA-AM-TV slaps Pittsburgh's Face

Baseball's Elroy Face has been "defaced" by KDKA and KDKA-TV at a time when the Pittsburgh Pirates ace pitcher is just two games away from a modern record for consecutive wins.

It happened when the Westinghouse stations in Pittsburgh spun the promotion wheels just a bit faster by arranging for the reliefer (with 17 wins and no losses this year) to participate in the annual baseball game between KDKA-AM-TV and the *Pittsburgh Press*. Game was played in Forbes Field prior to a regular contest between the Pirates and Philadelphia Phillies.

Unlike many other press-broadcaster games, this one followed a carefully prearranged script that entailed seltzer water squirting melees; custard pie barrages; curvaceous girls in the first and third base coaching boxes to divert base runners; arguments with paper mache bats; painted peaches for baseballs, and countless other gimmicks.

Script climax arranged for Elroy Face to take over pitching chores for the press team in the last inning of a scoreless game. Then Sterling Yates of the broadcasters team tapped a weak grounder to the infield which proceeded to boot the ball back and forth and finally into the Phillies dugout while the winning run circled the bases against Elroy Face. The Pirates ace was led "sobbing" from the field, dabbing his eyes with a special nine-inch sponge.

For weeks prior to the game, gag stories and pictures were carried in the local press (283 inches in all) while the contest was given on-the-air plugs by KDKA-AM-TV

Copies of the game script with details of the gimmicks are available from KDKA-TV.

SHOWERBOUND ELROY
KDKA-AM-TV turned on tap

No funeral bills in WARL's mail

An offer of a free funeral to listeners killed in auto accidents over the Labor Day holiday brought over 100 applicants to WARL-AM-FM Arlington, Va. And, three days after the holiday, cards and letters were still being received. Fortunately, for the station and listeners alike, the station is receiving no funeral bills. One application came from Houston, Tex., as a result of nationwide publicity given the promotion. The free funeral offer, to dramatize the need for safe driving, was made by the four stations of the Continental Broadcasting Co. (Cy Blumenthal stations): WABB Mobile, Ala.; WCMS Norfolk, Va.; KCKN Kansas City, Kan. and WARL.

Where were the Boy Scouts?

A "courtesy cop" from WHEN-AM-TV Syracuse, N.Y., had to go on overtime to reward shoppers for acts of courtesy. The stations dressed an actor in a Keystone Cop costume and armed him with 50 one-dollar bills and instructed him to distribute the dollars to shoppers who performed acts of courtesy.

The bargain hunters were evidently more intent on saving money than winning it, however, as very few were helping old ladies across busy streets or opening doors for package-laden women. After his 10-hour tour of duty was passed, the "courtesy cop" was put on overtime, and before the day was over he managed to find 50 courteous shoppers.

Programming-safety promotion

Over the Labor Day weekend, strategically placed road signs promoted both traffic safety and the impending ABC-TV affiliation of KOMO-TV Seattle, Wash.

The signs contained safety messages from ABC-TV personalities, such as "Rin Tin Tin says watch for us dogs," and "Lawrence Welk says drive safely friends."

• Drumbeats

Flaming beauty • The St. Louis Fire Dept. and KPLR-TV, that city, are searching for a red-haired beauty to serve as "Miss Flame" during next month's Fire Prevention Week. The winner will be selected on the basis of her hair color, poise and personality. She'll be the fire department's official

An open invitation to the Steel Union:

Join us in a forward step

Steel companies are spending billions of dollars to modernize mills, methods and products.

But America, the world's greatest steel user, can never enjoy the full benefits of this multi-billion dollar program until the steel companies' labor agreements are as modern as the machinery in the mills.

The steel companies extend this invitation to the Union:

Join us in taking a forward step to help reduce wasteful, out-of-date practices; help pave the way for increased production, improved productivity, and resulting savings which can be shared by employees, stockholders and the public – without contributing to inflation.

Specifically, we have asked the Union to cooperate with us in:

1. **Improving** the language and the spirit of the labor agreements to bring them up-to-date with modern operations and to reduce causes of misunderstanding and friction that have developed in the past;
2. **Protecting** thousands of innocent workers by discouraging irresponsible acts of a lawless few who engage in unauthorized or "wildcat" strikes;
3. **Retarding** further inflation by dropping the experimental cost-of-living adjustment clause in the 1956 agreements. This clause, intended to spare steelworkers from the effects of inflation, has proven to be itself inflationary and thus self-defeating. All of the 17¢ an hour added to wage rates under the clause since 1956 would be retained.

These contract changes, accompanied by a co-operative attitude on the Union's part, would, we believe, pave the way to enable the companies to generate new economic progress to be shared with their employees.

Accordingly, in return for agreement on these contract changes we have offered to negotiate a non-inflationary two-year agreement providing an increase in pension and insurance benefits this year, and a modest increase in wages next year.

Such an agreement would place the steel companies in a stronger position to compete with other materials and with imports of foreign-made steel . . . It would give employees improved benefits, higher wages and greater job security . . . It would help hold the line against inflation.

This proposal does not threaten the basic rights of Union members in any way.

The companies recognize that the Union has a responsibility – and a legal right – to represent the interests of its members. The Union, on its part, should recognize that the companies have the right and obligation to manage their plants to the maximum benefit of employees, shareholders, and the public.

In these modern times, with great progress already achieved and even greater progress visible on the horizon, cooperation – not opposition – is the mark of real leadership.

Only with a cooperative attitude on the part of the Union and its leadership can the steel industry fully meet the needs of America and help curb inflation.

We urge the Union to join us in taking this forward step.

THE STEEL COMPANIES COORDINATING COMMITTEE

375 Lexington Avenue, New York 17, New York

This advertisement sponsored by **REPUBLIC STEEL** *a member of the committee*

Republic Steel makes many versatile fabricated items. Metal Lumber®, for instance, is strong, sturdy steel angles with ingeniously placed slots so that they can be bolted together to form shelving or stands or framing. They can be unbolted and reassembled for other uses. Metal Lumber is only one of hundreds of versatile products from Republic's world's widest range of standard steels and steel products.

Inflation means a backward step for everyone

hostess at various fire prevention functions. Contest rules do not bar participation by those whose hair is red through artificial means.

Gesundheit • Daily prizes are being awarded to the "worst hayfever sufferer" to turn up each day at the studios of WINS New York.

Beauties galore • WRCA-TV had more than 3,000 contestants for its "Miss Channel 4" beauty pageant. Prizes for the beauty contest, which WRCA-TV claims was the largest of its kind, included a South American trip, a $1,000 treasure chest of jewelry and guest shots on WRCA-AM-TV.

The loudest youngster • Jack Dorr, promotion manager of WBNS-TV Columbus, Ohio, won the Lone Ranger's second annual "Hi, Ho, Silver" contest by corraling "America's Loudest Child" in competition with 50 other tv stations. His prize is a three-day trip to Hollywood. The "loudest child" was nine-year-old Larry Hutcheson who won three days in Disneyland, with his mother.

Dummy waiter • Basil, dummy and air personality, and his sidekick, ventriloquist Rod James, barnstormed western Washington in the KTVW (TV) Seattle-Tacoma "Snak Wagon," dispensing goodies and entertainment to kiddies. The station estimated that 5,000 youngsters thronged the travelling delicatessen on its 15 trips; nearly 1,000 homes were visited. Sponsors this year of the annual "Snak Wagon" were: Archway Cookies, Dr. Pepper, Phillip Morris Cigarettes, *TV Guide*, Chex Chlorophyl Mints, Sioux Honey, Nalley's, Brown & Haley Candy, Hamrick Theatres and the *Tacoma Star*.

Airborne • New York ad agencies got the movie word first hand from WJBK-TV Detroit Storer station. A 13-foot circus performer made personal visits along agency row to ballyhoo the showing of Paramount movies over the station this month. Accompanying him are Bob Edell (l), WJBK-TV promotion manager and Robert Buchanan (r), national sales manager of WJBK-TV.

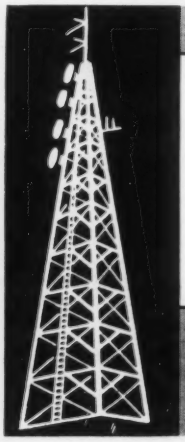
Hula holiday • WSB Atlanta's air personality Jerry (Music Man) Vandeventer was host on a two-week tour of Hawaii Aug. 16-30. The trip, promoted by the station, was arranged in conjunction with Northwest Orient Airlines, with 32 passengers accompanying the disc jockey, who was special emissary of Georgia's governor and carried letters to Hawaiian dignitaries inviting them to Atlanta's annual Southeastern Fair in October.

Flamingo frolics • A flamingo, apparently dissatisfied with his contract, fled from a bevy of tv commercial makers at Cypress Gardens, Fla. and took off on a 10-mile flight. WGTO, that city, alerted the citizenry to be on the look-out for the pink fugitive, who was finally apprehended at a gas station by a state trooper. The policeman called the station which dispatched its flamingo-catcher in an air-conditioned station wagon in time to complete the commercial.

Trumpet time • KEX Portland, Ore., is co-sponsoring a concert by Louis Armstrong and ensemble at the local Paramount Theatre this evening (Sept. 14.) Also on the bill: "The KEX Solid Seven," septet of station disc jockeys led by Barney Keep. The Solid Seven debuted at an Armstrong concert several years ago and now appear regularly on the local convention, civic and fraternal meeting circuit.

Space sickness? • KICN Denver d.j. Tom Looney, managed to stay suspended from a crane 40 feet above ground in an air-conditioned station wagon for two weeks. However, he had to return to earth ahead of his ballyhooed goal when the power system went out and Mr. Looney became ill, from the heat. A doctor summoned to the scene, refused to climb up to the sick spaceman, so the perspiring d.j. abandoned his floundering "spaceship."

STANDARD
Super
SOUND EFFECTS
Now available exclusively through
MP-TV SERVICES INC.
An affiliate of
RADIO RECORDERS
7000 Santa Monica Blvd.
Hollywood, California
The accepted leader for 25 years, STANDARD RADIO SUPER SOUND EFFECTS, JINGLES, AND COMMERCIAL AIDS, are now added to Radio Recorders AUDIO AIR CHECK for a complete service to broadcasting and allied industries.
FOR INFORMATION
HOllywood
3-3282



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Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.
150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600
DAVID JARET CORP.

You can use Pulse's totally new dimensions for profitable buying!

CUSTOMER-SLANTED facts for comparing the 201 TV network shows

Typical example: **FAMILY-APPEAL SITUATION COMEDY, FILMED.** Co-sponsored by "small" agency of $7 million billing in all media and by top agency whose TV billing alone is over $100 million.

U.S. PULSE TV	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
FEB. RATINGS, 22 MAJOR MARKETS	**77%** smoke cigarettes: higher than average for all programs	209 VIEWERS per 100 homes 75 men 88 women 19 teens 27 children	VOLUME CONSUMPTION **82%** have teenagers children	SPENDERS! FOOD GROCERIES **40%** above average	ACTIVE! USING AUTO DAILY **68%**	HEALTH & BEAUTY CONSCIOUS **49%** above average for drugs toiletries cosmetics	YOUNG! HOUSEWIFE VIEWERS **26%** 18-34 **34%** 34-49
ATLANTA 24.0							
BALTIMORE 26.3							
BIRMINGHAM 25.0							
BOSTON 18.5							
BUFFALO 22.5							
CHICAGO 16.7							
CINCINNATI 30.2							
CLEVELAND 26.5							
COLUMBUS 24.9							
DAYTON 32.3							
DETROIT 20.2							
LOS ANGELES 17.2							
MILWAUKEE 21.5							
MINNEAPOLIS-ST. PAUL 20.2							
NEW ORLEANS 11.9							
NEW YORK 12.7							
PHILADELPHIA 26.2							
PROVIDENCE 26.0							
ST. LOUIS 22.9							
SAN FRANCISCO 20.2							
SEATTLE 28.9							
WASHINGTON 17.9							
	16.4	**14.3**	**15.6**	**16.9**	**17.5**	**18.8**	**18.9**

The network rating alone is no measure of the tremendous total value!

IT IS NOT NECESSARY TO HAVE A BIG RATING FOR BIG SUCCESS!

Pulse QUALITATIVE NETWORK facts for SALES results! Plainly illustrating that not HOW BIG but HOW SMART makes for profitable buying! Pulse qualitative data like these for ALL network programs. Subscribers also receive FILMS standings in the 22 top markets—**126** quarter hour, half hour, and hour SPOT FILM PROGRAMS reported for February, 1959!

100,000 DIFFERENT FAMILIES

ARE INTERVIEWED MONTHLY THROUGHOUT THE U.S.

minimum samples:

20,000 different families per daytime TV strip

5,000 different families once-a-week TV program

Charted above is a single, highly successful show. Not an impressive network rating, true, but a block-buster for selling help, market by market. Pulse subscribers get this vital information monthly, for all programs. Every important category of products being covered, with adequate repeats to measure progress. Brand tabs are available on order!

Effective with April reports for all markets and network, Pulse interviewing will be conducted daily all month—365 days a year of interviewing in America's key markets! This is the qualitative assistance leading advertisers want. You can put it to work, not just for time and program buys, but for advertising, selling, promotion, basic marketing.

Complete details on request. Please write or phone JUdson 6-3316.

...interviews families in their homes

Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.

730 FIFTH AVENUE
NEW YORK 19, N. Y.

LOS ANGELES • CHICAGO • LONDON

LARGEST SCIENTIFIC SAMPLING—"ONLY U. S. CENSUS TALKS WITH MORE FAMILIES" • MORE THAN 220 MARKETS 1958—STILL MORE FOR '59

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Beer-liquor ad code weighed by Canadians

Prohibition of radio and television advertising in Canada is understood to be in the code of the Assn. of Canadian Distillers, which was presented in a brief to the ten provincial liquor commissioners at a meeting held at Murray Bay, Que. In addition, drinking scenes on tv should be allowed, the brief stated as showing "proper and moderate use of the product."

The distillers however want product advertising in newspapers and magazines to combat the heavy inundation of such advertising in U.S. publications coming into Canada.

North Ireland tv

Over half of the population of Great Britain and Northern Ireland can now watch commercial television, according to a report by Television Audience Measurement Inc.

There are more than 26 million viewers of the commercial video product in more than 7 million homes, it was reported. When commercial television first began, in the autumn of 1955, there were less than three-quarters of a million viewers in less than 200,000 homes.

Holding rate line

Southern Tv (England) has announced that it will not increase its rates for the next half-year as other British program contractors have stated they would (BROADCASTING, Aug. 24). British advertisers were reported to be in strong disagreement with the tv rate hike. Graham Dowson, Southern Tv sales director, stated that his organization will not increase its rates for the next seven months "at least."

New Nassau studios

ZNS Nassau, Bahamas, opened its $115,000 studios and offices Aug. 31. The building, in Nassau's Centreville district, includes two studios, a master control room (doubling as a third studio) and another control room that may be used for tape or disc recording while the other is in operation. ZNS, on 1540 kc, soon will increase power from 5 kw to 10 kw.

• Abroad in brief

RCA-Victor to JWT • RCA-Victor Canada Ltd., has appointed J. Walter Thompson Co., Toronto and Montreal, to handle its advertising as of Jan. 1. Kenyon & Eckhardt, Toronto, has handled the account for about three and a half years.

September debut • CJSS-TV Cornwall, Ont., has set target date of late September for the start of operations. The new ch. 8 facility will be represented in the U.S. by Weed & Co., N.Y.

Million-dollar Toronto studio • Robert Lawrence Productions Ltd., Toronto, Ont., on Oct. 6, will open its new $1 million studio at 38 Yorkville Ave. in downtown Toronto. It will be one of the most highly integrated production plants in Canada. The new studios are designed to permit making tv programs and theatrical features. There will be 25,000 square feet of space, with film and tape facilities strategically located between two main stages. An independent sound company, Eastern Sound Co. Ltd., will offer complete sound recording facilities on the premises.

Receiver sales up • Radio receiver sales in Canada in the first seven months of this year totalled 300,043 units compared with 269,956 in the same period last year, according to the Electronics Industries Assn. of Canada. The gain was in all types of receivers, including those with fm reception. Tv receiver sales were almost equal to those of last year (191,447 units this year compared with 191,884 in the January-July period 1958).

Canadians prefer U.S. shows • U.S. television network and film shows continue to lead in popularity with Canadian viewers, according to the August *Teleratings* of Elliott-Haynes Ltd., Toronto, Ont. Leading the top 10 shows in 12 Canadian cities was the *Ed Sullivan Show* with a rating of 45.3, followed by *Have Gun, Will Travel* 42.2, *Desilu Playhouse* 40.7, *December Bride* 40.6, *Perry Como Presents* 39.6, *The Millionaire* 38.7, *Naked City* 38.5, *Kraft Music Hall*

Teaser spots

A 21-year-old girl will take off an article of clothing each week for 13 weeks in a variety series on ITV (British commercial tv). The blonde stripper from Germany says she will intersperse her act with jokes. "I want the whole thing to be amusing," she explains. The program's producer-director says "the show is scheduled to run 13 weeks. I don't know how many items of clothing [she] wears, but we're hoping everything will run out."

38.4, *Great Movies* 38, and *Cannonball* 38.

Armchair critics • Kate Aitken, Canadian broadcaster and a director of the Canadian Broadcasting Corp., has started a survey of CBC programs among 2,000 viewers and listeners across Canada, the panel to be picked by mayors, reeves, service clubs and other organizations. The amateur critics are to be asked to fill out cards of criticism of programs and state their preferred categories: music, drama, sports, variety or talks. CBC's audience research department will handle the answers and tabulate the results. Actors' unions and professional survey firms are up in arms about the amateur survey for different reasons. The actors are afraid CBC may void their contracts if the armchair critics turn thumbs down on their programs. The survey firms feel that such a survey is not based on proper techniques for a cross-section of the audience.

Russians wanted cash • Four members of a Russian festival dance troupe refused to appear on Canadian Broadcasting Corp.'s early evening interview program *Tabloid*, at CBLT Toronto, on Aug. 25 when they were told they had to each pay $10 union dues and would not receive their $50 pay till after they got back to Russia. The troupe, in Toronto for a three day series of performances, had been asked to have four stars appear on *Tabloid* for an interview. When they learned that union regulations required they had to pay $10 each and that CBC would not mail their pay checks until 14 days after the show, they turned the offer down. The union, Assn. of Canadian Radio & Television Artists, refused to waive the work permit requirement and CBC could not get payment through faster. CBC producer Ted Pope, in charge of *Tabloid*, was not informed of the difficulties until it was too late to get the four artists. He offered to pay the $40 union fees himself if necessary.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

September 1 through September 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

***Dallas, Tex.—Richardson Independent School District.** Granted uhf ch. 23 (524-530 mc); ERP 0.575 kw vis., 0.398 kw aur.; ant. height above average terrain 179 ft., above ground 121 ft. Estimated construction cost $16,150, first year operating cost $22,500, P.O. address 747 S. Central Expressway, Richardson, Tex. Studio and trans. location 109 Mimosa Ave., Dallas. Geographic coordinates 32° 56′ 15″ N.Lat., 96° 42′ 40″ W.Long. Trans. Electron, ant. Andrew. Consulting engineer Electron Corp., Dallas. Ann. Sept. 3.

APPLICATION

Wausau, Wisc.—Wausau Telecasting Co. vhf ch. 9 (186-192 mc); ERP 19.23 kw vis., 8.89 kw aur.; ant. height above average terrain 1860 ft., above ground 428 ft. Estimated construction cost $40,124, first year operating cost $70,000, revenue $100,000. P.O. address 9729 Shoreview Road, Dallas 18, Tex. Studio location 2nd St. & Scott Sts. Trans. location 3.8 mi. N NE of Hatley. Geographic coordinates 44° 56′ 33″ N.Lat., 89° 21′ 00″ W.Long. Trans. Prodelin DSBU 14, ant. RCA TF12AH. Consulting engineer Electron Corp. Tv Engineers, Dallas Tex. Applicant is **John H. Freeman.** Mr. Freeman is distributor of closed circuit tv equipment. Ann. Sept. 2.

Existing Tv Stations

ACTIONS BY FCC

KJEO (TV), Fresno, Calif.—By letter (1) denied waiver of Sec. 3.607 of rules and (2) dismissed request for temporary authority to operate on ch. 2 pending finalization of certain rulemaking matters. Action Sept. 3.

***WNED-TV, Buffalo, N.Y.**—Waived policy and granted special temporary authorization to operate on regular program basis, pending the filing of license application, from Sept. 8 to Dec. 6, with facilities authorized in outstanding cp; will operate on noncommercial educational basis. Action Sept. 3.

WLUK-TV, Marinette, Wis.—Designated for hearing application to increase ant. height from 980 to 1,310 ft., make changes in ant. system and equipment and reduce vis. ERP; made Navy and Army and Federal Aviation Agency parties to proceeding. Action Sept. 3.

CALL LETTERS ASSIGNED

KFSA-TV Ft. Smith, Ark.—American Television Inc. Changed from KNAC-TV.

KNAC (TV) Hot Springs, Ark. — Southwestern Operating Co. Changed from KTLG (TV).

WDAM-TV Laurel, Miss.—Laurel Television Inc. Changed from WTLM (TV).

KNBS (TV) Walla Walla, Wash.—Northwest Bcstg. System Inc.

Translators

Williams-Ash Fork Associated, Williams, Ariz.—Granted cp for new tv trans. station on ch. 70 to translate programs of KOOL-TV (ch. 10), Phoenix. Ann. Sept. 2.

San Luis Valley Television Inc. Romeo, Colo.—Granted cp for new tv trans. station on ch. 76 to translate programs of KOAT-TV (ch. 7),, Albuquerque, N. M., to serve Romeo, La Jara, and Manasa, all New Mexico. Ann. Sept. 2.

Wallowa Valley TV Assn., Inc. Wallowa Valley, Oreg.—Granted cp for new tv trans. station on ch. 81 to translate programs of KREM-TV (ch. 2) Spokane, Wash. Ann. Sept. 2.

Lower Valley Translator Assn., Inc. Prosser-Whitstran area, Wash.—Granted cp for new tv trans. station on ch. 74 to translate programs of KHQ-TV (ch. 6), Spokane. Ann. Sept. 2 .

New Am Stations

ACTIONS BY FCC

Pomona - Claremont, Calif. — Intrastate Bcstrs.—Granted 1220 kc, 250 w DA, D. P.O. address Saul R. Levine, 6399 Wilshire Blvd., Los Angeles 48, Calif. Estimated construction cost $24,445, first year operating cost $48,000, revenue $50,000. Owners are **Harriscope Inc.** (Calif. corp.). **Abbott London** and **Saul Robert Levine** (each ½). Harriscope Inc. has owned KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming. Mr. Abbott has real estate and construction interests. Mr. Levine is 25% owner KCAL Redlands, Calif. Ann. Sept. 2.

Easton, Md.—Easton Bcstg. Co.—Granted 1460 kc, 500 w DA, D. P.O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $21,900, first year operating cost $38,000, revenue $45,000. Owners are **Mary** and **Richard Cobb** (50% each). Mother and son are in frozen foods. Ann. Sept. 2.

Madison, S.D.—Madison Bcstg. Co.—Granted 1390 kc, 500 w D. P.O. address Box 615, Madison. Estimated construction cost $14,-843, first year operating cost $45,000, revenue $52,000. Owners are **Donald R. Vanderhoof,** U.S. Air Force, 75% and **Catherine Muggly,** registered nurse, 25%. Ann. Sept. 2.

San Antonio, Tex.—Top Bcstrs. Inc.—Granted 1480 kc, 500 w D. P.O. address 1712 Nat'l Bk. of Commerce Bldg., San Antonio. Estimated construction cost $24,-056, first year operating cost $87,600, revenue $96,000. **Charles J. Katz** (50%) is in oil and shoes; **Samuel J. Riklin** (25%) is in advertising, and **Arthur L. Riklin** (25%) is in shoes. Ann. Sept. 2.

Cheyenne, Wyo.—Robert Howsam—Granted 1480 kc, 1 kw D. P.O. address Bears Stadium, Denver, Colo. Estimated construction cost $18,725, first year operating cost $35,000, revenue $42,000. Sole owner Mr. Howsam is licensee of KINT El Paso, Tex. and holds 16⅔% of KTLN Denver. Ann. Sept. 2.

APPLICATIONS

Big Bear Lake, Calif.—Big Bear Bcstg. Co. 1050 kc, 250 kw D. P.O. address Box 70,

EDWIN TORNBERG
& COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE
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EVALUATIONS
FINANCIAL ADVISERS

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Fawnskin, Calif. Estimated construction cost $15,221, first year operating cost $39,408, revenue $53,655. Applicant is **William W. Booth.** Mr. Booth is electronics technician for railroad. Ann. Sept. 3.

Lompoc, Calif.—Aubrey H. Ison, James A. McCulla and **Paul C. Masterson** 1410 kc, 500 w D. P.O. address Aubrey H. Ison, 5030 Wilshire Blvd., Los Angeles 36, Calif. Estimated construction cost $25,062, first year operating cost $48,000, revenue $60,000. All equal partners. Mr. Ison is sole owner Radio-Tu Log, Los Angeles. Mr. Masterson is sales executive for KABC-TV Los Angeles. Mr. McCulla is freelance announcer and producer. Ann. Sept. 3.

Frostproof, Fla.—J. G. Minard 1580 kc, 250 w D. P.O. address Wilmington Island, Savannah, Ga. Estimated construction cost $11,200, first year operating cost $20,000, revenue $25,000. Mr. Minard is in real estate. Applicant has no other broadcast interests. Ann. Sept. 4.

Ellijay, Ga.—Ellijay Bcstg. Co. 1320 kc, 1 kw D. P.O. address Ellijay, Ga. Estimated construction cost $24,453, first year operating cost $30,000, revenue $35,000. Principals are **A.E. Harrison, W.H. Sailors, C.B. Teal Jr.** and **C.E. Hyde,** equal partners. Mr. Harrison owns ½ interest in Ellijay Telephone Co. Mr. Sailors operates motel. Mr. Teal is physician. Mr. Hyde is attorney. Ann. Sept. 8.

Westernport, Md. — Cumberland Valley Bcstg. Corp. 1350 kc, 1 kw D. P.O. address Box 51, Cumberland, Md. Estimated construction cost $36,160, first year operating cost $37,000, revenue $40,000. Principal applicant is **Arthur W. German** who is 90% stockholder in WTBO Cumberland, Md. Ann. Sept. 4.

Hamilton, Mont.—Bitter Root Bcstg. Co. 980 kc, 1 kw D. P.O. address Box 389 Hamilton, Mont. Estimated construction cost $14,004, first year operating cost $18,000, revenue $24,000. Applicants are **Theo. H. Fullerton** (25%), **Lou Torok** (16%) and others. Mr. Fullerton is in plumbing and heating. Mr. Torok is sales manager of KCAP Helena, Mont. Ann. Sept. 4.

Blauvelt, N.Y.—Rockland Bcstg. Co. 1300 kc, 500 w D. P.O. address 178 Middleton Rd., Nanuet, N.Y. Estimated construction cost $2,343 first year operating cost $25,000, revenue $38,000. Applicants are **George Dacre, Sidney Fox, Harry Edelstein** and **Phillip G. Levine,** equal partners. Mr. Dacre is news editor of WLNA Peekskill, N.Y. Mr. Fox is chemist. Mr. Edelstein is lawyer. Mr. Levine is president of fabrics corp. None have other broadcast interests. Ann. Sept. 3.

Tulsa, Okla. — Oral Roberts Evangelistic Assoc. Inc. 1550 kc, 1 kw D. P.O. address Tulsa, Okla. Estimated construction cost $44,000, first year operating cost $48,000, revenue not available. Rev. Roberts is principal applicant, with no other broadcast interests. Ann. Sept. 4.

Existing Am Stations

ACTIONS BY FCC

WFPA Fort Payne, Ala.—Granted renewal of license. Comrs. Robert Bartley and R. E. Lee dissented. Ann. Sept. 2.

KTIM San Rafael, Calif.—Designated for hearing application to change trans. site; made KAFP Petaluma, Calif., party to proceeding. Ann. Sept. 2.

WTTB Vero Beach, Fla.—By letter, Commission denied request for waiver of Secs. 3.21 (c) and 3.28 (b) of rules to accept for filing application to increase daytime power from 250 w to 1 kw, and returned application. Ann. Sept. 2.

WMGR Bainbridge, Ga.—Granted change on 930 kc from 5 kw D to 500 w-N, 5 kw-LS, DA-N; engineering conditions. Ann. Sept. 2.

KASO Minden, La.—Granted mod. of license (1240 kc, 250 w, S.H.) to change hours of operation from specified to unl. Ann. Sept. 2.

WBSM New Bedford, Mass.—Granted increase of daytime power from 1 kw to 5 kw, change from DA-1 to DA-2, continuing operation on 1420 kc, 1 kw-N; engineering conditions. Ann. Sept. 2.

KUDI Great Falls, Mont. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; engineering condition; remote control permitted. Comr. Robert Bartley dissented. Ann. Sept. 2.

Martin Karig, Johnstown, N.Y. — Designated for hearing application for new am station to operate on 930 kc 1 kw, DA-D; made WIBX Utica, N.Y., party to proceeding. Ann. Sept. 2.

WJW Cleveland, Ohio—Granted increase of daytime power from 5 kw to 10 kw, continuing operation on 850 kc, 5 kw-N, DA-2; engineering conditions. Ann. Sept. 2.

KURY Brookings, Ore.—Granted increase of power on 910 kc-D, from 500 w to 1 kw. Ann. Sept. 2.

KWJJ Portland, Ore. — Designated for hearing application to increase daytime power from 10 kw to 50 kw, continuing operation on 1080 kc, 10 kw-N, DA-2; made KSCO Santa Cruz, Calif., party to proceeding. Ann. Sept. 2.

KGDN Edmonds, Wash. — Granted increase of power from 1 kw to 5 kw, continuing operation on 630 kc, D. Ann. Sept. 2.

APPLICATIONS

KGEE Bakersfield, Calif.—Cp to increase daytime power from 250 w to 500 w and install news trans. (1230 kc). Ann. Sept. 3.

KSLV Monte Vista, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Sept. 8.

WBBQ Augusta, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (2 main trans.). (1340 kc). Ann. Sept. 3.

WJOC Jamestown, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Sept. 3.

WJOY Burlington, Vt. — Cp to increase daytime power from 250 w to 1 kw (1230 kc). Ann. Sept. 8.

CALL LETTERS ASSIGNED

WEZB Bessemer, Ala. — Bessemer Bcstg. Inc. Changed from WENN.

WENN Homewood, Ala.—John M. McLendon & Assoc. Inc. Changed from WEZB.

KICY Nome, Alaska—Arctic Bcstg. Corp.

WAYR Orange Park, Fla.—Dan Richardson.

WMIC St. Helen, Mich. — Frank Tefft. Changed from WFDT.

KQTE Missoula, Mont. — Montana Bcstg. Inc. Changed from KBTK.

WBTC Farmville, N.C.—Farmville Bcstg. Co.

WTTF Tiffin, Ohio—Malrite Bcstg. Co.

New Fm Stations

ACTIONS BY FCC

Los Angeles, Calif.—M. W. Hall d/b as **Hall Bcstg. Inc.** Granted 102.7 mc, 13.6 kw unl. P.O. address 6363 Sunset Blvd., Hollywood 28, Calif. Estimated construction cost $19,620, first year operating cost $24,000. Mr. Hall, owner KLAC Los Angeles, will be sole owner. Ann. Sept. 3.

APPLICATIONS

Sylacauga, Ala.—Marble City Bcstg. Inc. 98.3 mc, 0.63 kw. P.O. address Box 511 Sylacauga, Ala. Estimated construction cost $3,250, first year operating cost $4,000, revenue $7,300. Marble City Bcstg. Inc. operates WMLS Sylacauga. Ann. Sept. 2.

Tempe, Ariz.—Tri-State Inc. 93.3 mc, 1.8 kw. P.O. address 200 Ryland Bldg., Reno, Nev. Estimated construction cost $8,745, first year operating cost $18,000, revenue $22,000. Principal is **John L. Breece.** Mr. Breece owns KTMP Tempe. Ann. Sept. 3.

Tulsa, Okla.—Video Independent Theaters Inc. 95.5 mc, 2.96 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $20,072, first year operating cost $18,000, revenue $30,000. Applicant is **Henry S. Griffing** (50%) and others. Video Independent Theaters Inc. owns KWTV (TV) Oklahoma City. Ann. Sept. 4.

Philadelphia, Pa.—David L. Kurtz 100.3 mc, 9.4 kw. P.O. address 800 S. State St., Ephrata, Pa. Estimated construction cost $18,000, first year operating cost $18,000, revenue, $18,000. Applicant is electrical engineer. Ann. Sept. 5.

Existing Fm Stations

ACTIONS BY FCC

KMLA (FM) Los Angeles Calif.—Granted mod. of SCA to make changes in subscriber service provided on 26 kc sub-carrier, provided system shall not be used as paging service or for other purposes unrelated to broadcast operation. Ann. Sept. 2.

KSMA-FM Santa Maria, Calif.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Sept. 2.

WVCG-FM Coral Gables, Fla.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Sept. 2.

WSJG (FM) Miami, Fla.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct fm station (94.9 mc) will be dismissed, cp cancelled, and call letters deleted. Ann. Sept. 2.

WEBH (FM) Chicago, Ill.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Sept. 2.

WFBM-FM Indianapolis, Ind. — Granted SCA to engage in functional music operation on multiplex basis. Ann. Sept. 2.

***KTJO-FM Ottawa, Kan.**—Granted license with same terms and conditions of expired license. Ann. Sept. 2.

KCOM (FM) Omaha, Neb.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Sept. 2.

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RADIO & TELEVISION
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STerling 3-0111
Washington 4, D. C.
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GAUTNEY & JONES
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Washington 4, D. C.
Member AFCCE

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Munsey Building District 7-8215
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RUSSELL P. MAY
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Washington 5, D.C. REpublic 7-3984
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P. O. Box 32 CRestview 4-8721
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OLiver 2-3820

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Consulting Radio Engineer
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Box 2468, Birmingham, Ala.
Phone STate 7-2601
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CONSULTING RADIO ENGINEERS
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San Francisco 28, California
Diamond 2-5208

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8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

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CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

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Consulting Radio Engineers
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Washington 6, D. C.
Columbia 5-4666
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PR. 5-3100

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Charleston, W. Va. Dickens 2-6281

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Lufkin, Texas
NEptune 4-4242 NEptune 4-9358

Service Directory

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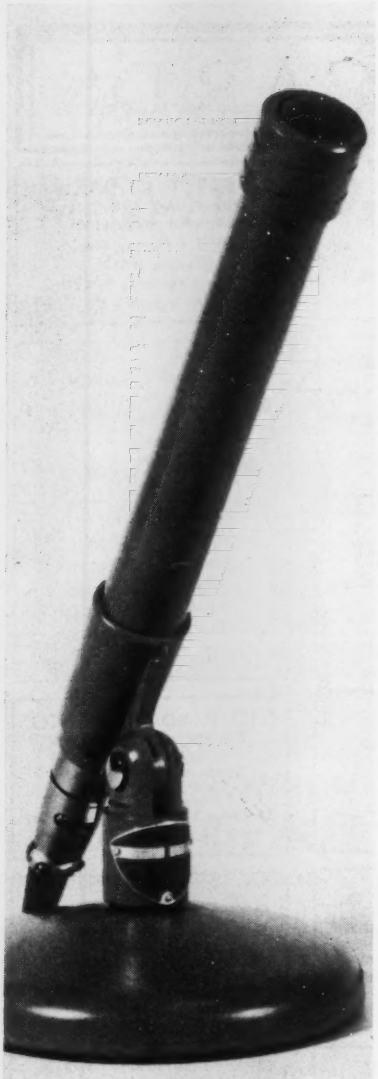

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CALL LETTERS ASSIGNED

KCVR-FM Lodi, Calif.—Lloyd Burlingham.
KSFM (FM) Sacramento, Cailf.—Audiolab Co. Changed from KSRM (FM).
WQXI-FM Atlanta, Ga. — Rounsaville of Atlanta Inc.
WSLM-FM Salem, Ind.—Don H. Martin.
WRBS (FM) Baltimore, Md. — John B. Reynolds.
WNSL-FM Laurel, Miss. — Voice of the New South Inc.
WEAV-FM Plattsburg, N.Y. — Plattsburg Bcstg. Corp.
WGCB-FM Red Lion, Pa. — John M. Norris.
WTTC-FM Towanda, Pa. — Vical Bcstg. Co.
WDIA-FM Memphis, Tenn.—WDIA Inc.
KHBR-FM Hillsboro, Tex. — Nelson W. Galle.
WEMP-FM Milwaukee, Wis. — Milwaukee Bcstg. Co.

Ownership Changes

ACTIONS BY FCC

KJNO Juneau, Alaska—Granted transfer of control from **Joseph B.** and **Frances G. Mangan** to **Dorothy D. Wheeler**; consideration $2,500. Ann Sept. 2.

WJAM Marion, Ala.—Granted assignment of license from **Kathleen W.** and **Elizabeth H. Neely** to **Radio Marion Inc. (J. Dige Bishop**, president, has interest in WCTA AM-FM Andalusia; WJDB Thomasville, and WABT Tuskegee, all Alabama; WBMK West Point, Ga., and WTOT Marianna, Fla.); consideration $47,500. Comr Robert Bartley dissented. Ann. Sept. 2.

WSFA-TV Montgomery, Ala. — Granted assignment of license to **The Broadcasting Co. of the South** (WIS-AM-TV Columbia, S.C., and WIST Charlotte, N.C.); consideration $2,225,000. Ann. Sept. 2.

KTPA Prescott, Ark.—Granted assignment of cp from **D. R. James Jr.** to **Eulis W. Cochran** (KCCB Corning, and half owner of KCCL Paris, both Arkansas); consideration $1,250. Ann. Sept. 2.

KFIL (FM) Santa Ana, Calif.—Granted assignment of cp to **Gus S. Malpee**; consideration $2,000. Ann. Sept. 2.

KRKC King City, Calif.—Granted transfer of control from **James H.** and **Hazel H. Rose**, et al., to **Robert T. McVay**; consideration $28,000. Ann. Sept. 2.

KFSG Los Angeles, Calif. — Granted assignment of license to **International Church of the Foursquare Gospel**; consideration $1. **Rolf K. McPherson**, assignee president, is also officer of assignor, which will continue to operate KGLA (FM) Los Angeles. Ann. Sept. 2.

WFRL Freeport, Ill.—Granted assignment of license to **Triad Television Corp.**; consideration $275,000. Ann. Sept. 2.

WILO Frankfort, Ind. — Granted assignment of license to **Vernon J. Kaspar**; consideration $76,000. Ann. Sept. 2.

KFNF Shenandoah, Iowa — Granted assignment of license to **KFNF Bcstg. Corp. (Nicholas** and **Victor J. Tedesco** who, together, have 40% interest in KCUE Red Wing, Minn.); consideration $125,000. Ann. Sept. 2.

WICO Salisbury, Md. — Granted assignment of license and cp to **Delmarva Bcstg. Co.**; consideration $80,000. Ann. Sept. 2.

KARA Albuquerque, N.M. — Granted assignment of cp to **Kara Inc. (Nicholas W. White**, president); consideration $15,000 for expenses. **John P. Gallagher**, vice president, has interests in WOOW Washington, N.C.; KDUB-AM-TV Lubbock, KPAR-TV Sweetwater, and KEDY-TV Big Springs, all Texas. Comr. Robert Bartley dissented. Ann. Sept. 2.

KTMC McAlester, Okla.—Granted acquisition of positive control by **William Cloyd Pool** (as family group) through purchase of 7% interest from **Elmer Hale Jr.**, for $1,333, thereby increasing his interest to 30% which, together with his daughter's 22% interest, resulted in positive control (52%). Ann. Sept. 2.

KSPI-AM-FM Stillwater, Okla.—Granted (1) renewal of license and (2) transfer of control from estate of **C. R. Bellatti**, deceased, to **James R. Bellatti**, et al., as family group; stock transaction. Ann. Sept. 2.

KDOV Medford, Ore. — Granted acquisition of negative control by **Ralph J. Silkwood** (now 25% owner) through purchase of additional 25% stock from **K. C. Laurance** for $6,250. Ann. Sept. 2.

KPRB Redmond, Ore. — Granted assignment of license from **Orlo M.** and **Thelma D. Bagley** to **Donald S.** and **Rita M. Anderson**, d/b under same name; consideration $26,000 and agreement to lease real estate for $150 per month for 10 years with option to buy for $20,000. Ann. Sept. 2.

WDRF Chester, Pa.—Granted assignment of license to **WDRF Inc. (Ogden R. Davies**, president, has interest in WNAR Norristown, and WKAP Allentown); consideration $250,000. Comr. Robert Bartley dissented. Ann. Sept. 2.

WJAY Mullins, S.C.—Granted transfer of control from **Maymie T. Smith** as executrix of estate of **William G. Smith** to former; involves transfer of stock in settlement of estate. Ann. Sept. 2.

KLTI Longview, Tex.—Granted (1) renewal of license and (2) transfer of control from **LeTourneau Technical Institute of Texas** to **E. W. Mahone Jr.**, et al. (KMHT Marshall, Tex.); consideration $100,500. Comr. Robert Bartley dissented. Ann. Sept. 2.

KGRI Henderson, Tex. — Granted relinquishment of positive control by **James T. Reeves** through sale of 50% of stock to **Tom E.** and **Billie J. Perryman**; consideration $25,000. Ann. Sept. 2.

KOQT Bellingham, Wash. — Granted assignment of cp from **Willis R. Harpel** and **Stephen C. Wray** to **A. V. Bamford** (has interest in KEOK Payette, Idaho, KXXI Golden, Colo., and KHEY El Paso, Tex.); consideration $4,400. Ann. Sept. 2.

WOVE Welch, W.Va.—Granted assignment of license to **South C. Bevins**, tr/as **McDowell County Bcstg. Co.**; consideration $27,500. Mr. Bevins owns WMLF Pinesville, Ky. Ann. Sept. 2.

APPLICATIONS

KINS Eureka, Calif.—Seeks transfer of negative control of **Eureka Bcstg. Co.** from **H. G. Fearnhead** (50%) and **Wendell Adams** (10%) to **Timothy J. Crowley** (20%) and **Wendell Adams** (40%) for $16,193. After transfer Mr. Adams will be president and continue as active manager of KINS. Mr. Crowley will be sales manager. Ann. Sept. 3.

KYOS Merced, Calif.—Seeks involuntary transfer of minority control of **KYOS Inc.** from **Glenn E. McCormick** (50%) deceased, to **Lou C. McCormick**, executrix. Mrs. McCormick has been elected vice president of KYOS Inc. **Glenda Lou McCormick** replaces the deceased as a director. **Frank Flynn** (50%) is president. Ann. Sept. 8.

KCOP(TV) Los Angeles, Calif.—Seeks transfer of control from **KCOP Television Inc.** to **NAFI Corp.** for 1,500 shares of Class A voting stock and 75 shares of Class B nonvoting stock of **KCOP Television Inc.** in exchange for 44,000 shares of **NAFI Corp.** capital stock, par value $1. NAFI also will assume liabilities of **KCOP Television Inc.** totaling $931,020. Kenyon Brown, president, and Harry L. (Bing) Crosby Jr. chairman of board of KCOP Television Inc. will continue in their capacities. NAFI also owns KPTV(TV) Portland, Ore., and KOBY San Francisco. Ann. Sept. 2.

KPAP Redding, Calif.—Seeks transfer of control of **High Fidelity Stations Inc.** from **P. Dalporto** (50%) and **C. E. Chamberlain** (25%) to **Victor Milnes** (40%), **P. Dalporto** (40%) and **James R. Hampton** (20%) for $3,700. Mr. Hampton is manager of KPAP. Ann. Sept. 8.

KSDA Redding, Calif.—Seeks assignment of license from **Van C. Newkirk**, sole owner to **Wilford B. Moench** (60%) and **Paul B. Patrick** (40%), principals d/b/a **Radio Redding Inc.** for $40,000. Mr. Moench is automobile dealer. Mr. Patrick is sports announcer for KTYM Inglewood, Calif. Ann. Sept. 3.

KVRH Salida, Colo.—Seeks assignment of license from **Regional Bcstg. Corp.** to **William J. Murphy**, sole owner for $37,500. Mr. Murphy is sales rep for WJOB Hammond, Ind. Ann. Sept. 3.

WMDF Mt. Dora, Fla.—Seeks assignment of license from **Frank A. Taylor**, sole owner to **Hellmutt E.** and **Dorothy C. Lippmann** (50% each) for $42,000. Mr. and Mrs. Lippmann are in retail record business. Ann. Sept. 2.

KWIK Pocatello, Idaho—Seeks transfer of control of **Pocatello Radio Inc.** from **Don W. Burden** and **Charles S. Crabtree** principals to **Harlan E. Miles** (50%) and **William T. Woods** (25%) and others for $125,000. Both Mr. Woods and Mr. Miles work for Sears, Roebuck & Co. Ann. Sept. 2.

WLRP New Albany, Ind.—Seeks transfer of control from **Roy E.** and **Mildred M. Hickox** principals, to **Ohio Valley Bcstg. Inc.** for $43,500. Principals are **Morris** and **Orville Brown** (42%) each. Brown brothers are partners in real estate. Ann. Sept. 4.

KBKC Mission, Kan.—Seeks assignment of license from **Mission Bcstrs.** to **Radio Station KBKC Inc.** for $400,000. Principals are **Public Radio Corp.** (92%) and **Charles M. Gaitz** (8%). Public Radio Corp. owns KIOA Des Moines, and KAKC Tulsa. Mr. Gaitz is doctor. **(Contingent upon grant of assignment Mission Bcstrs. See KBKC below).** Ann. Sept. 4.

KBKC Mission, Kans.—Seeks assignment of license from **Mission Bcstrs. Inc.** to Mis-

Continued on page 132

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern Michigan station is looking for young man to groom for management. Should be experienced announcer-salesman. Box 453P, BROADCASTING.

Aggressive, hardworking sales manager in mid-30's to become one of three working owners of prosperous, well-established station. Must have ideas for himself and other members of the sales staff. One owner plans to retire in five to seven years and you can become 50% owner if you have what it takes. Good opportunity for multi-station operation to develop. Personal interview necessary. All replies confidential. Write Box 508P, BROADCASTAING.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$150-$200 weekly commissions with organization that has sold over 400 successful community booster campaigns for leading stations in every city of U.S. Campaign manager $12,000-$15,000 annually. Wives free to travel and capable of writing copy, office detail etc., $75-$80 weekly. Working now in Ohio, N.Y., and Penna. Write Box 330P, BROADCASTING.

Mature ambitious man who will represent us creditably as well as produce outstanding results from established list. Major station in large northwest market. Advancement opportunities excellent thru affiliation with several other top stations. Box 506P, BROADCASTING.

Sales representative desired for quality market area in southern Connecticut. Excellent opportunity for advancement. Write Box 529P, BROADCASTING.

Wanted: Account executive who wishes to advance with completely new operation in one of the top twenty markets. Excellent draw against commission. Send resume and photograph to Box 530P, BROADCASTING.

Radio time salesman with announcing experience. Perfect set up for man willing to work. 250 watt north central Wisconsin. Good hunting and fishing. Will hold position comparable to sales manager. Box 563P, BROADCASTING.

Sensational new operation needs top account executive. Generous draw based on background and proven ability. Ambitious man interested in substantial future, contact Commercial Manager, KANS, 43 Blue Ridge Center, Kansas City 33, Missouri. Fleming 3-8600.

Excellent opportunity for good radio salesman in fast growing industrial market. 15% with liberal guarantee. Jim Hairgrove, KBRZ, Freeport, Texas.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

California: Sales/announcer KIKK, Bakersfield, 910 Chester, Bakersfield.

Announcers

Announcer-dj. Must have good knowledge of standard and pop good music. No r&r, r&b, c&w or top 40. Must have mature voice and delivery for solid air salesmanship. Program own show, some news. Daytimes, 1 kw, serving metropolitan market in north-central Kentucky. Send resume, tape, and recent photo. State previous earnings. Box 350P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Announcer for leading midwest fine arts radio station. Should be familiar with foreign language pronunciation and classical music. Send tape and biographical data to Box 434P, BROADCASTING.

1st phone announcer, must be top air salesman. Needed immediately for central Illinois station. No maintenance. Start $125.00 per week. Send full details and tape. Box 439P, BROADCASTING.

Eastern Pa. needs morning man. Good salary. Profit sharing. Top potential. Send tape. Box 449P, BROADCASTING.

Swinging pop music station western New York state needs two personality deejays in a hurry. If you're good and not a drifter, send tape, photo and resume. Box 469P, BROADCASTING.

Top salary for top man for number one station in major midwestern market. Modern fast paced station wants personality announcer who can project and hold audience. We are not a format operation and you will be given free rein. Mail tape, photo, resume to Box 519P, BROADCASTING.

Announcer with first phone. Must be good announcer with minimum of engineering. Tennessee station. Box 526P, BROADCASTING.

Illinois killowatt daytimer expanding to night time has opening for experienced staff announcer with news gathering and writing experience for combination duties of deejay and newsman. Also versatile deejay with several years of solid radio experience. Permanent positions. Pleasant community. Format station emphasizing standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Sports play-by-play background helpful. Personal interview required. Free life, hospital, medical insurance, sick pay, bonus, pension plan. Starting salary $100 weekly. List age, education, family status, references, experience in detail. Box 551P, BROADCASTING.

Immediate opening for experienced staff announcer with some news. Must be versatile and be able to handle late afternoon and early evening dj show. Good pay, plus many benefits, in competitive market between New York and Albany. Send tape and resume immediately to Box 554P, BROADCASTING.

Personality dj for swinging better music station's new operation. Send photo, tape, and resume to KANS, 43 Blue Ridge Center, Kansas City 33, Missouri.

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas has immediate opening for experienced announcer. Salary open.

A real friendly, down-to-earth type announcer for early bird shift in growing central Oregon market. Relaxed style is best for us. Chance for extra loot through sales. Great huntin' and fishin' country. Contact KGRL, P. O. Box 590, Bend, Oregon. EV 2-5611.

Looking for a new staff. Announcers, engineers, sales, combos. Immediate opening. Good pay. Experienced. 1000 watt daytimer. Now under new owner and management. Contact Jim Risner, Radio Station KRMS, Osage Beach, Missouri, Fireside 8-2411.

New Mexico five kilowatter needs morning man for music and news format. Send tape, salary requirements and resume to KWEW, Box 787, Hobbs, New Mexico.

Texans: Oklahomans: Modern music and news fulltimer wants program director for position with unusual benefits and advantages. Must hire and supervise deejays and newsman handle format, creative, clever production work, breaks, etc. Rush tape, complete resume and salary requirements today to KWON, Bartlesville, Oklahoma.

Top air salesman, minimum two years commercial experience. Must have warm personality. Opportunity to grow with expanding radio chain. Write Manager, WBRB, Mt. Clemens, Michigan.

Announcer salesman for Michigan station. Good opportunity. M. Wirth, WHMI, Howell, Michigan.

Announcer-salesman: Do you have the ability and ideas to produce commercials you can sell? Do you want to keep your hand in" announcing and board work 10-15 hours per week? Hundreds of prospects in very fast growing Charlottesville, Virginia. Send tape, pic and history to Don Heyne, WINA am and fm.

Announcer needed—Must be versatile and experienced. Contact Station Manager, WMMT, McMinnville, Tenn.

Immediate opening. No "Top 40." Station 11 years old with new studios; member of large southern chain. 48-hour week. Send tape and resume. WNAG, Grenada, Mississippi.

Announcer. For medium paced station to work mornings, afternoons. Mostly music; no rock 'n' roll. Send tape, picture and resume to Ed Huot, WTRC, Elkhart, Indiana.

Immediately, announcer previous station experience. WVOS, Liberty, New York.

Number one independent formula station in Denver now auditioning for all night dj. Only experienced format men need apply. Interested in young, good looking, live personality. Send tape, resume, and picture immediately to P.O. Box 1408, Denver 14, Colorado. Night man never had it so good.

First phone-announcer. Light maintenance. 1 kw daytimer. 1 year minimum experience. Salary open. Must be married, under 35, reliable and capable. This is a chief's position for right man. Send details with tape of air work or call Weston, W. Va., 1555. Mgr. Ed Doyle.

Announcers! Experienced broadcasters only. Send tapes, resumes for positions in many markets to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

Help Wanted—(Cont'd)

Technical

California: Chief engineer/announcer capable of putting new station on air—reply to KIKK Radio, 910 Chester, Bakersfield.

Combo. Chief engineer-announcer wanted. New equipment, minimum maintenance, 1000 watt. Daytime operation. Send tape, photo, personal history first letter. WBLA, Elizabethtown, N.C.

Expanding chain of stations seeks engineer with maintenance and construction experience. Advancement opportunities good. Salary open. First phone ticket required. Personal interview required. Contact Dan Spitzer, Technical Director, WCHV, Charlottesville, Virginia.

Announcer/engineer. Good salary and hours for experienced man. First phone required, announcing secondary. Send tape and resume to WDDY, Gloucester, Virginia, or call for interview.

Engineer for radio and television operation. Supply brief of education, experience and a snapshot. No telephone calls, please. Send to Stokes Gresham, Jr., WISH-TV, 1440 N. Meridian St., Indianapolis, Indiana.

Engineer—First class license. Single, car. Salary commensurate experience and knowledge. Board and room furnished. Some straight announcing. Mountain-top location western N. C. Send full details, references, photo to WMIT, Commerce Building, Charlotte 2, N. C.

Combo man needed Sept. 15th. Daytime—500 watt—on air two years. New RCA equipment. Excellent working and living conditions. WNBP, Newburyport, Mass. Joe Mathers, General Manager.

Announcer with first class license to work daytime shift; $90 per week. WOOF, Dothan, Alabama.

Production-Programming, Others

Upper midwest station in market of 50,000, desires a shirt sleeve editor. The man we are looking for is mature, an experienced broadcaster with a news background and an authoritative delivery. His prime duties will be editorial development and public relations in a closely knit community. Address inquiries with audition tape containing sample of writing as well as delivery. Enclose resume of background and experience. Box 409P, BROADCASTING.

Florida station needs a mature intelligent newsman-deejay combination for fastest growing market in country. Require man with nose for news, excellent presentation, and desire to serve adult listeners. Send tape and resume—all inquiries promptly screened and answered. Box 429P, BROADCASTING.

News editor for top 5000-watt east coast independent. Must be aggressive leader, with ability to gather, write and deliver brief commercial newscasts. Send tape of news and commercial presentation. Box 442P, BROADCASTING.

Needed, a continuity writer who can write hard-selling, imaginative copy and who has the ability to use the many different copy tools we have. If you fill these requirements and would like to live in a small, lively southeastern community, please send a resume and photo. Broadcasting ability would help. Box 481P, BROADCASTING.

250 watt network station in metropolitan area wants a PD with experience. A solid community station in the northeast. Box 486P, BROADCASTING.

Program director looking for a future in small resort and agriculture community in north central Wisconsin. Must be sharp announcer with program ideas and willing to work. Salary commensurate with ability . . . experience. Box 564P, BROADCASTING.

Newsman who specialized in news exclusively for modern fast paced operation. Must be news gatherer with experience. Send tape, photo, resume to Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening for young woman . . . in radio traffic with opportunity for lucrative air work. Home economics background advantageous. Send photo, resume and tape audition to WFDF, Flint, Michigan.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman: Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone, W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

RADIO

Situations Wanted—Management

Impeccable references 17 years (1½ sales) broadcasting; authenticated ability, aggressiveness, General manager; assistant; sales. Marginal operation needing stimulant only. Box 199P, BROADCASTING.

8 years manager experience, strong sales, knows modern radio now available. Proven profit maker. Prefer west. Write Box 320P, BROADCASTING.

Manager with investment: 20 years sales experience. Last 11 in radio management. Prefer market of 50,000 and larger. Extensive New York and Chicago major agency contacts. References. Box 489P, BROADCASTING.

Couple—Experienced broadcasters guarantee listenable, profitable, community station; minimum expense. Ask year contract. Box 556P, BROADCASTING.

Experienced manager. Proven on sales, promotion programming. Available immediately. Arne G. Peterson, 2410 State, Salem, Oregon.

Sales

Salesman/announcer. Ambitious. Knowledge radio sales. Announce. Run board. Anywhere. Box 482P, BROADCASTING.

Salesman, announcer, copywriter, mature voice. Atlanta or 90 mile radius only. J. Benjamin, 1181 Stewart Ave., S.W., Atlanta 10, Ga.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

All around announcer, 27, operate board wishes to locate in midwest. Tape on request. Box 246P, BROADCASTING.

Staff announcer, graduate professional broadcasting school, dependable, experienced, married, 24, seeking permanent position. Box 347P, BROADCASTING.

I love sports and play-by-play . . . and permanency . . . will sell if establishment requires . . . 2nd love—an all-nite shift . . . Try me. Box 455P, BROADCASTING.

Female announcer. Plus all around gal. Intelligent. Reliable. Versatile. Box 497P, BROADCASTING.

Personality dj. Adult music. Creative gimmicks, commercials. Cooperative. Tape available. Box 498P, BROADCASTING.

Northeast, broadcasting school graduate with experience. Announce, operate board. Single. Box 501P, BROADCASTING.

Country/western deejay. Have talent. Can sell. Anywhere there's opportunity. Box 502P, BROADCASTING.

Proven, creative, energetic, radio-tv performer programer, personality, 17 years experience all phases. Seeks permanent opportunity in progressive operation. Box 504P, BROADCASTING.

Alert young announcer, experienced in news and combo operation, 3rd class license, single—free to travel. Write Box 510P, BROADCASTING.

Ambitious announcer . . . dj. Good news . . . commercials, some experience . . . present radio school grad. Box 511P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available immediately—announcer 1st phone, two years experience, strong news, commercials—currently employed. Seek permanence west. No top 40. Wire or write. Tape, resume, photo. Box 514P, BROADCASTING.

Desire position. Small N.C., S.C station. First phone in three months. Box 520P, BROADCASTING.

Sports director looking for place to settle, raise family. Midwest preferred. Box 521P, BROADCASTING.

Two announcers. Sincere pitch, skillfully trained. One prefers south. Both tapes sent promptly. Box 524P, BROADCASTING.

Midwest or Florida: Announcer, dj, 1½ years experience. Married. 25-year-old vet. Operate own board, mobile news unit, news. Box 527P, BROADCASTING.

Announcer. 12 years experience radio. Wants staff plus special events am or tv or combination both. Go anywhere. Box 534P, BROADCASTING.

Young, ambitious, fast-paced, personality deejay. Has gimick, but can do straight. Am capable of almost any show. Prefer midwest. Box 538P, BROADCASTING.

Announcer, programming, have sold, understand radio, five years experience, 26, completed military as officer, college graduate, well traveled and informed, sincere, serious, solvent, looking for permanency, challenge, advancement, interesting area, employed, expect good salary. Resume and references available. Box 539P, BROADCASTING.

Smooth, believable style presently employed in 100,000 market. Married, bi-lingual. Box 541P, BROADCASTING.

Announcer-sales. Year experience. Reliable, mature, conscientious. Opportunity to prove ability. Box 542P, BROADCASTING.

Attention good music or formula station. Experienced, mature announcer-pd seeks larger midwest market as staff-dj. Good voice-air sell. No screaming 40's. Box 543P, BROADCASTING.

Deejay salesman! Your valuable time used effectively. Work with clients for better presentation. 6 years experience. Prefer northeast. Present employer approves. $125 start November 1. Box 544P, BROADCASTING.

Announcer, experienced, know board. No floater, no prima donna, married vet, will travel. Box 546P, BROADCASTING.

Versatile announcer, five years radio-tv, now pd 1000 indie. Married. Have unique good taste show. Want nite spot on any coast. Box 557P, BROADCASTING.

Are you a radio lemming? Then don't migrate into that fatally overcrowded, bright modern-sound lake. Get this offbeat humor-commentary-record show with onhand audiences. 3-year offbeat air personality insidiously adlib sells his way into brains and pocketbooks of countless, high quality, buying, hard-to-get, neglected, listening listeners. 28, University graduate, law school, misanthropic, excellent voice, appearance, draft exempt, combos and bites nails. Sends listeners to the encyclopedia and the stores. Call HE. 4-5390, Jersey City. Box 560P, BROADCASTING.

Capable, versatile radio-tv staffman immediately available. Experienced all phases radio, deejay and tv on-camera programming. Best references from present employers. Box 566P, BROADCASTING.

Want job that's tough to fill. All around man. Bright dj. Strong news and believable copy. 2 years N.Y.C. area. Previous 6 years show biz. Looking for reasonable money with potential. Box 567P, BROADCASTING.

Ownership and policy change makes available Erie's top radio personality in four-station market. We recommend "King Paul" for your modern radio format—6 years experienced, married, 2 children. Contact WLEU, Erie, Pa.

Situations Wanted—(Cont'd)

Announcers

Available now for top market. 14 years experience, all phases radio. Johnny Andrews, 210 Joyce Court, Elkhart, Indiana.

Ohio employed 1½ years bright wake up show. Head announcer. 25, single, ambitious, dependable, versatile. Desire relocate home state Illinois. Gene Drager, Box 10, Bellefontaine.

Young man just **graduated** from professional broadcasting school. College degree in speech and English. One year teaching experience. Reliable. Call or write Richard Hanson, 826 S. Wabash Avenue, Chicago 5, Illinois.

Tom Edwards still available. See my ad in last week's Broadcasting? TUxedo 4-6462, Cleveland, Ohio.

Announcer desires south. Ray Hayes, Box 343, Clarksburg, West Virginia.

Young man, 19 first phone, no experience would like job in radio or tv station as announcer, engineer, cameraman, etc. Nathan Osbourn, Box 62, Ensign, Kansas. PH. 56.

Technical

Chief engineer. Experienced. Construction. Maintenance. Directionals. Measurements. Field work. Want permanency with reliable organization. Box 483P, BROADCASTING.

First class engineer 6 years experience tv, am, fm, studio and transmitter, multiplex, remote control, construction and maintenance. Seeking stable situation. Box 488P, BROADCASTING.

Engineer, 1st phone. Responsible and able to maintain equipment and take charge of engineering department. Have tv and radio experience. No announcing. Box 513P, BROADCASTING.

Topnotch combo man; a sixteen year veteran easily capaple chief engineer, program director, or both. Want absolutely permanent job and decent living and salary. Write Ben Greenhaw, Engineering Staff, WJBK-TV, 7441 2nd Blvd., Detroit, Michigan. Home phone, DUnkirk 2-8386.

Engineer/announcer. Over ten years experience in radio. One year broadcast work. Can sell and write copy. Extensive dj training. Will relocate. Write: G. Ricketts, 406 East 140th Street, Bronx 54, New York.

Production-Programming, Others

News director with No. 1 station in top 30 market desires position in larger competitive market. Experience gamut: typewriter to microphone. Box 462P, BROADCASTING.

Available immediately. Top flight news director. Journalism degree, five years experience covering all phases of gathering, writing, and airing news in a medium size market. Mature, judgment, young enough to do the job. Box 490P, BROADCASTING.

College graduate, family, 28, good announcer. Not a "tramp" but soon could be unless I can find a place to settle. Want to join a station desiring a young man with adequate ability to become a "real" program director. If you are agreeable to a personal interview, will give a contract and will pay $150.00 weekly, contact Box 509P, BROADCASTING.

Does a reputable news-conscious Rockies or midwest station need newsman to bolster or supervise news operation? 30, BSJ. Three years UPI including federal, legislative and management experience. Box 518P, BROADCASTING.

Working news director fifteen years radio-tv. Good ad-lib, on spot-coverage. Experienced capitol reporter, net feeds. Not a disc jockey. Top market only. Box 533P, BROADCASTING.

Newsman—skilled in use of tools of electronic journalism. Sound, mature news judgment. Can write, gather, deliver. Married, B.S. Box 536P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director. Topnotch major market deejay wants to get out of the big city, ratrace and settle down in small but progressive community. Twelve years extensive experience. Strong on ideas, production, news. Box 548P, BROADCASTING.

Ad agency girl, experienced radio, tv media, seeks radio traffic work. References. Box 558P, BROADCASTING.

TELEVISION

Help Wanted

Announcers

TV announcer strong on news. College graduate. Young. Newspaper experience desirable. $85 to $100 week. Key network affiliate in southeast. Send photo, references, background. No film or tape. Box 537P, BROADCASTING.

A strong NBC station in the midwest is looking for a daytime booth announcer. On the camera experience helpful. Send photo, resume and tape. Box 540P, BROADCASTING.

Immediate need for live and board announcer. Please rush tape and picture KREM-TV, Spokane, Washington.

Need two experienced announcers. Would consider experienced radio men who would like to get in television. Some live camera work, news and spot commercials. Send full particulars in first letter to Wendell Elliott, Dodge City, Kansas.

Technical

Wanted: (2) Studios and/or transmitter engineers. Thriving southwestern city. Must have first phone and good technical background. Reply in full with references to Box 376P, BROADCASTING.

Wanted first class licensed engineer tv studio-transmitter. Experience desirable but not necessary. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W. M. Greeley, WYman 5-5952.

Gulf coast vhf studio engineers needed, prefer some maintenance experience. Salary open. Also 1st phone, no experience for transmitter. J. Smith, Box 840, Corpus Christi, Texas.

Production-Programming, Others

TV writer who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

TELEVISION

Situation Wanted—Management

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 499P, BROADCASTING.

General manager am-tv operation now carrying full management responsibility including labor negotiations, finds it necessary to make change. Solid background in national sales, networking, regional and local sales supervision. Sound industry references. Available reasonable time. Address replies Box 517P, BROADCASTING.

Announcers

Announcer—Experienced. Also writer-production-sales. Industrious, enthusiastic. Draft exempt. Box 375P, BROADCASTING.

Sports director-staff. Ten years experience, all phases, commercials, news ad-lib shows. Desires opportunity to build good sports presentations, with some play-by-play preferred. Top man, will earn good pay in leading market, radio and/or television. Ready on short notice for big fall season producing for you. Top references. Box 423P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Currently employed tv-radio announcer seeking challenging position. Versatile; excellent delivery, appearance. College graduate; nine years tv, prefer good talent setup. Personal interview only. Box 512P, BROADCASTING.

3 years experienced radio and television. Married, 30 years old. Serious sell, weather, M.C., seeks permanent change. Box 553P, BROADCASTING.

Experienced tv-radio announcer, on and off camera and disc jockey. Married, vet. No children, would like to settle. Box 562P, BROADCASTING.

Technical

Tv studio engineer—first phone, presently employed. Family. Looking for permanent position. Complete resume on request. Box 507P, BROADCASTING.

Assistant chief-supervisor. Supervisor experienced in construction, operation, maintenance, am and tv. Hard worker, stable, married. Excellent references. Box 522P, BROADCASTING.

3½ years experience all phases studio operation. 1st ticket. Seeking permanent position. Please state salary. Box 525P, BROADCASTING.

Experienced. Prefer switching or directing. Some maintenance. First phone. East or central. Box 561P, BROADCASTING.

Production—Programming, Others

Promotion manager—mature, imaginative, will swap ability and ambition for good salary and a future. Experienced tv and radio, seeking progressive operation in top 50. Strong on audience promotion-exploitation (all phases) award winner, best references. Married, family, 31, go anywhere for right opportunity. Presently employed. Box 313P, BROADCASTING.

Experienced newsman: Heading tv newsroom, extensive am background. News-in-depth specialist, excellent delivery, record of boosting ratings. Seek news director, good staff job. Box 480P, BROADCASTING.

Radio-tv writer—Creative, award-winning consumer and retail copy, prize-winning ideas, programs, scripts, and continuity. Five years as program executive for top am-tv creator/producer. Agency background, heavy experience with stations and network. Strong program and commercial production. Also print, direct mail, PR, sales promotion, client contact. In Chicago; will consider relocation, particularly Denver or San Francisco. Box 492P, BROADCASTING.

News! Professional. Reporting. Commentary, Editor-director. Major city or overseas. Box 500P, BROADCASTING.

Experienced director. Family. Creative. Alert. All phases commercial, ETV production. Box 523P, BROADCASTING.

Television-radio production man. B.A., M.A. UCLA. Veteran 26 years old. Desires position with a future. Box 528P, BROADCASTING.

Married vet, 23. Graduated top tv school. Seeking any position in tv or related field. Some experience. Box 545P, BROADCASTING.

Television director experience in every phase of television production looking for promising or progressing station. Box 547P, BROADCASTING.

First phone, tv education, two years radio combo, production, sales, direction, promotion, etc. are qualities of young conscientious family man who will move anywhere. Ed Graham, 282 Summer St., Buffalo 22, New York. LIncoln 1989.

FOR SALE

Equipment

Complete 25 kw tv transmitter channels 2-6. Also 25 kw tv power amplifier channels 7-13. Write for details. Box 535P, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Pro Junior Tripod $60; 70DA Filmo, case. Needs spring, dismantled, $50. Box 550P, BROADCASTING.

1 PT-6 portable Magnecorder, complete with cases and 3 mike channel mixer. $350.000. 1 Presto 6-N disc recorder in case. $250.00. 1 RCA 76-B consolette. $495.00. All in good operating condition. Contact: Feinstein, Chief Engineer, KMED, Medford, Oregon.

Three Radio-Music Corporation model A-16 tone arms, complete with model EL-2B filters and vertical pickups @ $50.00. Excellent condition. Contact Chief Engineer, KSIG, Crowley, La.

Cheap. 255 foot guyed antenna in excellent condition . . . uniform cross section (wind charged). Standing $1000.00. Call or write Radio Station WNVY . . . Gene Pfalser, Pensacola, Florida.

250 foot Ideco self-supporting tower including beacon and side lights, flasher, photocell. Excellent condition. $3900 as is; $5900 taken down. Call Dick Johnston, Woodland 4131, Santa Barbara, California.

400 foot model H-40 Blaw-Knox self-supporting tower. Excellent condition, will support 12 bay-super turnstile tv antenna. Call or write Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Maryland. Phone Southfield 6-0766.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

3-bay, Channel 2 antenna, RCA TF-3EL, completely assembled, feed lines and accessories. 10kw Diplexer, 12.5kw visual side band filter. Brand new. Used 4 weeks while moving main antenna. Cost $20,957. On ground ready to move. Make offer fob Buffalo, New York. Transcontinent Television Corporation, Karl B. Hoffman, 70 Niagara Street, Buffalo 2, New York. MOhawk 2300.

Used guyed type towers. (1) 150', (2) 200', (3) 300' U.S. Tower Co., Petersburg, Virginia.

WANTED TO BUY

Stations

Half interest and participation in eastern seaboard day or fulltimer with growth potential. Box 435P, BROADCASTING.

Regional radio station in the midwest. Substantial down payment with terms. All replies strictly confidential. Box 487P, BROADCASTING.

Two experienced broadcasters, both active with 50 kw station, one heavy in administrative and sales experience—other in programming. Seek 100% active ownership am station with growth potential. Substantial family man. Will invest to $25,000 as down payment with balance on terms to be agreed upon. Highest references. All replies confidential. Box 491P, BROADCASTING.

Experienced party desires southern daytimer with attractive terms. Send complete details. Replies confidential. Box 503P, BROADCASTING.

Specialist in reviving run-down radio stations. Will invest as working partner or buy outright. Now engaged as radio management consultant. Box 549P, BROADCASTING.

Local southwest station. Please advise price and terms. All prices held confidential. Cecil White, 3209 Canton Street, Dallas, Texas.

Equipment

250 to 1000 watt fm transmitter, frequence-modulation monitor and antenna. Reply to Box 531P, BROADCASTING.

TV six bay channel 7, 8, or 9 antenna. Used 3⅛ inch transmission line. All types of tv studio gear—stabilizing amplifier, cameras, switcher, syn generator, projectors, etc. Also guyed tower suitable for 350 feet. Box 565P, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted: M17016-A-fm exciter for RCA TT-5A Transmitter. Otis Freeman. WPIX Inc., 220 E. 42nd St., New York 17, N.Y.

Wanted: one used General Electric synchronizing generator, model 4PG2B-C or D. Must be in good condition. Two used pedestals for tv cameras, either Houston-Fearless counter-weighted model TD-3 or gear driven TD-1; or DuMont pneumatic type camera pedestal. Must be in good condition. W. G. Egerton, P.O. Box 2171, San Antonio 6, Texas.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Oepartional Engineering School, 150 West Olive Avenue, Burbank, California.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Funnyphone-modern radio's new and successful fun game! Promotes station and dj. 13 entertaining weeks (5 days per week) of instantaneous audience reaction. Complete package of 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. If purchased weekly, $10 per week. Funnyphone, Box 388P, BROADCASTING.

Top Washington news stories covered $3/phone call collect. Special assignments invited. Call LI 4-0450 any hour or write, wire Sam Smith, 125 Fifth St., N.E., Washington, D.C.

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Announcers

WANTED—
A NEWSMAN WHO:

1. Can air news intelligently . . .
2. Can evaluate news . . .
3. Can write in radio news style . . .
4. Has at least 3 years experience gathering, writing and broadcasting news . . .
5. Wants to move up to one of the East coast's top news operations . . .

AIRMAIL TAPE AND COVERING LETTER IMMEDIATELY TO:

Box 493P
BROADCASTING

Help Wanted—(Cont'd)

Announcers

NEGRO DISC JOCKEY

A rare opportunity in one of the top 5 markets in the U.S. with a negro population of over 600,000. Must have experience of conducting own show and be a personality—not just another staff announcer. Please state age, experience, background and present earnings. Write to:

Box 516P, BROADCASTING

Technical

CHIEF ENGINEER
NEEDED

Progressive station in major market. Looking for right man to give station good clean sound. Send resume.

Box 532P, BROADCASTING

SALES ENGINEER
Florida

The Company:	Major midwest broadcast equipment manufacturer.
The Position:	Sales engineer to travel and call on radio stations in the entire state of Florida. Technical background essential.
Opportunities:	Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. A permanent position with an excellent future.

Send complete resume to Box 552P, BROADCASTING

We are looking for men who want commercial or military field engineering assignments in the installation and servicing of television systems at domestic and overseas locations. Excellent starting salaries and living allowances.

Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering.

Dage Television Division
Thompson Ramo
Woolridge Inc.,
Michigan City, Ind.

Help Wanted—(Cont'd)

Technical

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602M, BROADCASTING

RADIO

Situations Wanted—Management

STATION OWNERS

MANAGEMENT-PROGRAMMING TEAM AVAILABLE

Presently running highly successful radio station in 500,000 class market. No. 1 Pulse-Hooper was 4th one year ago. Volume increased 75%.

BOX 559P, BROADCASTING

TELEVISION

Help Wanted—Sales

CLOSED CIRCUIT TELEVISION

FIELD SALES REPRESENTATIVES

The rapid expansion of closed circuit television has created several attractive openings for qualified field sales representatives. These positions offer top salaries, plus liberal sales incentive compensation.

Applicants should hold a scientific or engineering degree, or have equivalent practical experience in the installation, operation and maintenance of broadcast or closed circuit television equipment.

Please send inquiries to:

Mr. W. W. Ingham, Dept. ZC-14J
Professional & Administrative Placement.
RCA, Building 10-1
Camden 2, New Jersey

Radio Corporation of America

Industrial Electronic Products

Help Wanted—(Cont'd)

Announcers

STAFF ANNOUNCER

This station has an opening for an experienced staff man who is a staff man. A man who can do news, sports, weather, and on-camera salesman, plus a good booth man who has a thorough working knowledge of the audio board. No kids, drunks, or floaters need apply. Send photo, tape and resume, first letter.

Box 496P
BROADCASTING

Production-Programming, Others

TV NEWSMAN

NBC basic station on east coast building a news reputation wants an experienced tv newsman. Must be capable of directing news gathering staff in getting the local news on quickly and professionally. This is a real challenge, if you have what it takes, let us hear from you. Send resume, tape, pic and/or SOF with first reply.

Box 494P, BROADCASTING

DIRECTOR WANTED

Not just any director, but a conscientious man who has imagination. A man who can light a chunk of coal in a coal mine. A man who can take an ordinary commercial and make it look like a network production. A man who can do his own punching, and doesn't mind being a detail man. If you are of this breed, and have the background, send pic and resume to:

Box 495P, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

PROMOTION MANAGER

Solid professional with 16 years experience. Accustomed to working with reps, brokers, agencies and media. All around ability including sales and audience promotion, publicity, research, trade paper advertising and public relations. Excellent references.

BOX 515P, BROADCASTING

WANTED TO BUY

Stations

Wanted N.Y. FM Station

Owner of three "FM' stations desires to purchase FM class B station in N.Y. city area. Confidential.
Box 474P, BROADCASTING

STATIONS

FOR SALE

5000 WATT DAYTIMER

In Florida city of 100,000 population. Now billing better than $90,000 a year, but the station has an unlimited potential. Price $200,000 terms available. Principals only. Write:

Box 555P, BROADCASTING

Ky.	Single	1kw-D	100M	Terms
Cal.	Single	250w	65M	Terms
Fla.	Single	500w	50M	Terms
S.C.	Single	1kw-D	39M	Terms
Cal.	Single	250w	33M	Terms
Iowa	Small	1kw-D	116M	Terms
Ky.	Single	1kw-D	100M	Terms
Ariz.	Small	1kw-D	70M	Terms
N.C.	Second	250w	78M	Terms
La.	Medium	1kw-D	150M	Terms
Ala.	Metro	5kw-D	195M	Terms
Miss.	Metro	1kw-D	98M	Terms
S.E.	Major	5kw-D	225M	Terms
Mid	Major	500w	475M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas regional daytimer billing $10,000 plus monthly making good profit $137,500.00 firm. Southwest regional daytimer billing $13,000 monthly making money $225,000.00. Southern regional fulltimer major market making money $225,000.00. West Coast regional fulltimer big money maker available real estate $1,000,000.00. 29 percent down. Contact Patt McDonald, Box 9266, Austin, Texas. GLendale 3-8080 or Jack Koste, 60 East 42nd Street, New York 17, New York. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

BIG GROWTH AREA

So. Calif. city of 100,000
$100,000 down

Vernon Paine with L. H. Paine, 843 E. Fifth St., Pomona, Calif.

Continued from page 126

sion Bcstrs. Principals will surrender stock in change to partnership. Ann. Sept. 4.

WFDS-FM Baltimore, Md.—Seeks assignment of license from **Audiophonic Corp.** to the **Hearst Corp** for $70,000. Hearst Corp. owns WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee, WCAE Pittsburgh and 50% of WTAE(TV) Pittsburgh.

WATP Marion, S.C.—Seeks transfer of control of **Pee Dee Bcstg. Co.** from **A. G. Stanley, Harold L. Gillis, Mrs. H. D. Stanley** and **Shelton S. Stanley** to **James Harpring** (51%), **Joel E. Cole** and **Walter Molic**, 24½% each for $48,000. Mr. Harpring is employe of WKAT Miami, Fla. Mr. Cole is radio sales engineer. Mr. Molic is engineer for WQAM Miami, Fla. Ann. Sept. 8.

WAGC Chattanooga, Tenn.—Seeks assignment of license from **WAGC Bcstg. Inc.** to **Middle Georgia Bcstg. Co.** for $65,000. Principals are **C. R. Rader** (66⅔%) and **George W. Patton** (33⅓%). Mr. Rader is in construction. Mr. Patton is general manager of WBML Macon, Ga. Neither have other broadcast interests. Ann. Sept. 8.

KRCT Pasadena, Tex.—Seeks transfer of negative control from **John H. Touchstone** (50%) to **Leroy J. Gloger** (50%) d/b/a **Industrial Bcstg. Co.** for $45,000. Mr. Gloger is vice president and general manager of KRCT. Ann. Sept. 3.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately July 21 initial deicision and granted application of Sussex County Bcstrs. Inc., to increase power of WNNJ Newton, N.J., from 500 w to 1 kw, continuing operation on 1360 kc D. (Applicant was formerly Sussex County Bcstrs.) Ann. Sept. 2.

By order, Commission made effective immediately July 15 initial decision and granted application of Permian Basin Radio Corp. to change operation of station KHOB Hobbs, N.M., from 1280 kc, 1 kw, D, to 1390 kc, 5 kw, D, subject to condition that KHOB shall not be authorized program final tests until KGFL Roswell, N.M., has been authorized program tests on frequency other than 1400 kc and KOB not be granted a license until KGFL is granted license on frequency other than 1400 kc. Ann. Sept. 2.

Commission gave notice that July 10 initial decision which looked toward granting application of Intrastate Bcstrs. for new am station to operate on 1220 kc, 250 w, DA, D, in Pomona, Calif., became effective Aug. 31 pursuant to Sec. 1.153 of rules. Ann. Sept. 2.

Commission gave notice that June 2 initial decision which looked toward granting application of Southland Bcstg. Co. to change frequency of station WLAU Laurel, Miss., from 1600 kc to 1430 kc, continuing operation with 5 kw, D, became effective July 22 pursuant to Sec. 1.153 of rules. Ann. Sept. 2.

By order, Commission adopted and made effective immediately July 23 initial decision and granted application of Easton Bcstg. Co. for new am station to operate on 1460 kc, 500 w, DA, D, in Easton, Md. Ann. Sept. 2.

By decision, Commission (1) affirmed Feb. 6, 1957 grant of applications of Palm Springs Translator Station Inc., for cps for two new tv translator stations (K70AL and K73AD) to operate on chs. 70 and 73 in Palm Springs, Calif.; (2) granted applications to modify those permits to increase ERP and make changes in ant. system, subject to condition that adequate equipment is installed to insure compliance with Sec. 325 (a) of Communications Act and Sec. 4.784 of Commission rules, and (3) dismissed applications for licenses to cover stations K70AL and K73AD, without prejudice to their resubmission upon completion of construction in accordance with modified cps and condition attached thereto, Chmn. John Doerfer absent. Jan. 6, 1959 initial decision looked toward this action. Ann. Sept. 2.

By order, Commission granted request by Top Bcstrs. Inc., for leave to withdraw its petition to enlarge issues, as moot, made effective immediately July 30 initial decision, and granted Top application for new am station to operate on 1480 kc, 500 w, D, in San Antonio, Tex. Ann. Sept. 2.

By order, Commission, on petition by Virginia Beach Bcstg. Corp., severed from consolidated hearing and granted Virginia's application to change facilities of WBOF Virginia Beach, Va., from 1600 kc, 1 kw, D, to 1550 kw, D, effective immediately. Initial decision of March 26 looked toward granting WBOF application and denying application of Cy Blumenthal, tr/as Denbigh Bcstg. Co., for new station on 1570 kc, 250 w, D, in Denbigh, Va. Ann. Sept. 2.

By order, Commission made effective immediately an April 21 initial decision and May 1 supplement, as modified by Commission, and granted application of Hall Bcstg. Inc. for new Class B fm station to operate on 102.7 mc in Los Angeles. Calif. Chmn. John Doerfer absent. Ann. Sept. 2.

INITIAL DECISION

Hearing Examiner J. D. Bond issued initial deicision looking toward granting application of Pacific Television Inc., for new tv station to operate on ch. 11 in Coos Bay, Ore. Action Sept. 2.

STAFF INSTRUCTIONS

Commission on Sept. 2 directed preparation of document looking toward granting petitions of Binder - Carter - Durham Inc. (WAMM), Flint, Mich., and Northern Indiana Bcstrs. Inc. (WIMS), Michigan City, Ind., for severance from five-party proceeding, and for immediate grant of their applications to increase power by finalization of that part of May 26 initial decision which proposed grant of their applications. Ann. Sept. 2.

Commission on Sept. 2 directed preparation of document looking toward granting application of Plains Bcstg. Corp. for new am station to operate on 1220 kc, 250 w, D, in Independence, Iowa. June 19 initial decision looked toward this action. Ann. Sept. 2.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by American Bcstg.-Paramount Theatres Inc. (WABC), New York City, for rehearing of Commission's Sept. 3, 1958 decision in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M., involving use of 770 kc, but ordered that nothing contained in that decision be construed to contemplate or authorize operation of station KOB in manner specified in finding 22 prior to June 1, 1960. Ann. Sept. 2.

By order, Commission, on its own motion, stayed until further order the Aug. 24 effective date of that portion of its July 17 report and order in docket 12054 which changed tv table of assignments in Columbus, Ga., from chs. 4, 28 and *34 (educational) to chs. 3, 9, *28 (educational) and 34 and substituted ch. 4 in lieu of ch. 9 in Dothan, Ala. The Commission requires additional time for review of matters raised in petition for reconsideration filed by WTVY Inc. WTVY [TV]), Dothan. Ann. Sept. 3.

By memorandum opinion and order, Commission (1) denied request by O'Neill Bcstg. Co. (uhf KJEO [TV]), Fresno, Calif., that memorandum opinion and order, adopted Aug. 14 by Board consisting of Comr. R. E. Lee, be declared void, etc.; (2) dismissed as moot further request that same be stayed; (3) affirmed order insofar as it established dates of Sept. 23 and Oct. 8 for filing comments and replies, respectively, in proceeding on proposed changes in tv table of assignments affecting Fresno-Bakersfield (Docket 11759) and San Francisco-Sacramento (Docket 12964), and (4) extended time for filing responses to show cause orders in Docket 11759 to Sept. 23. Ann. Sept. 3.

Commission scheduled following am proceedings for oral argument on Sept. 25: Tomah-Mauston Bcstg. Co. Inc. (WTMB), Tomah, Wis.; Jack L. Goodsitt (WTOJ), Tomah, Wis.

By memorandum opinion and order, Commission denied petition by Fairview Bcstrs., Rensselaer, N.Y., for enlargement of issues in hearing on its application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N.Y., both seeking new am stations on 1300 kc. Ann. Sept. 2.

Island Bcstg. Corp., Charlotte Amalie, St. Thomas, V.I.—Designated for consolidated hearing applications for new tv stations to operate on ch. 10. Ann. Sept. 2.

Routine Roundup

Commission finalized rule making and amended Part 3 of its rules and engineering standards to provide bandwidth definitions and emission limitations for am and fm broadcast stations, effective Jan. 1, 1960. All transmitting apparatus which is installed after that date, or type accepted prior to that date whether by existing stations or new permittees, must meet new requirements. Ann. Sept. 3.

Commission, on petition by Texas Technological College for reconsideration of report and order reserved vhf ch. 5 for educational use in Lubbock, Tex., instead of ch. 20, making latter available for commercial use there. Texas Technological College holds cp to operate noncommercially on ch. 5 in Lubbock. Ann. Sept. 3.

ACTION ON MOTIONS BY THE FCC

Commission granted renewal of licenses of Southwest Kansas Television, Inc., KTVC (TV) and, by letter, reminded station of requirements for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of the "Kohler hearings." By separate letter (no renewal applications involved) likewise remanded WPIX Inc., licensee of tv station WPIX (TV) New York. Ann. Sept. 2.

By memorandum opinion and order, the Commission directed KHON Bcstg. Inc., to, within 30 days, show cause or request hearing on why the call letters KPOI, assigned to its Honolulu, Hawaii, station on May 1, should not be rescinded because of confusion with KPOA (Radio Hawaii Inc.) in same city. Chmn. John Doerfer and Comr. Robert Bartley dissented. Ann. Sept. 2.

Commission on Sept. 3, granted petition by Capitol Bcstg. Co. (WCOV-TV, ch. 20), Montgomery, Ala., and extended time to file reply comments from Sept. 8 to Sept. 18 in tv rulemaking proceeding involving Montgomery, Selma, Tuscaloosa and Birmingham, Ala.; Tupelo, Columbus and State College, Miss. Action Sept. 4.

Commission on Sept. 3, granted motion by Scripps-Howard Radio Inc. (WEWS [TV] ch. 5), Cleveland, Ohio, and Trebit Corp., licensee of WFDF Flint, Mich., and extended the time from Sept. 8 to Sept. 18 to file oppositions to petition by Woodward Bcstg. Co. (WTOH-TV, ch. 79), Toledo, for rulemaking involving Toledo and Cleveland, Ohio, and Erie, Pa. Action Sept. 4.

By Commissioner Robert E. Lee

Granted petition by Huntington-Montauk Bcstg. Inc., for extension of time to Sept. 18 to file exceptions and supporting briefs to the initial decision in proceeding on application and that of The Riverside Church in the city of New York, for fm facilities in New York and Huntington, N.Y. Action Aug. 31.

Granted petition by Broadcast Bureau for extension of time to Sept. 21 to file responsive pleadings to petition by Radio Crawfordsville Inc., Crawfordsville, Ind., and Grundy Bcstg. Co., Morris, Ill., to modify issues in proceeding on their am applications which are in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al. Action Aug. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

Upon request by WMAX Inc. (WMAX), Grand Rapids, Mich., changed date for exchange of exhibits from Aug. 25 to Sept. 8, and continued hearing from Sept. 17 to Oct. 1, proceeding on am application. Action Sept. 2.

On own motion, continued without date hearing scheduled for Septmber 10 in proceeding on am applications of John Laurino, Ashland, Va., and The Capital Bcstg. Co. (WNAV) Annapolis, Md.; the latter requested postponement. Action Sept. 3.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through September 8

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,350	61	108	715
FM	593	50	146	84
TV	468[1]	53	103	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through September 8

	VHF	UHF	TOTAL
Commercial	441	80	521[2]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1959

	AM	FM	TV
Licensed (all on air)	3,334	585	468[1]
CPs on air (new stations)	54	43	53[2]
CPs not on air (new stations)	125	160	100
Total authorized stations	3,513	788	669
Applications for new stations (not in hearing)	476	42	54
Applications for new stations (in hearing)	202	27	68
Total applications for new stations	678	69	122
Applications for major changes (not in hearing)	615	28	38
Applications for major changes (in hearing)	112	5	16
Total applications for major changes	727	33	54
Licenses deleted	2	0	0
CPs deleted	1	1	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner J. D. Bond

Scheduled prehearing conference for Oct. 5 and continued to date to be fixed hearing now scheduled for Oct. 5 in proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al.; Granted petition by Broadcast Bureau for extension of time to Sept. 18 to file replies to separate petitions by Star Group Bcstg. Co., Jackson, Miss., to enlarge issues and for reconsideration and for dismissal of application of Radio Mississippi, Jackson, or for alternative relief, and petition by Dixieland Bcstrs., Tampa, Fla., to clarify or enlarge issues in proceeding on their am applications in consolidated proceeding with Cookeville Bcstg. Co., Cookeville, Tenn. Action Aug. 31.

By Hearing Examiner Thomas H. Donahue

Granted petition by Audiocasting of Texas Inc., for continuance of hearing from Sept. 11 to Sept. 18 in proceeding on its application and that of Horace K. Jackson, Sr., for new am stations in Waco and Gatesville, Texas. Action Sept. 2.

Scheduled certain procedural dates in proceeding on application of Inter-Cities Bcstg. Co., for new am stations in Livonia, Mich.; continued hearing from Sept. 8 to Sept. 28. Action Sept. 2.

By Hearing Examiner Millard F. French

On own motion, continued to date to be set by subsequent order hearing scheduled for Sept. 9 in proceeding on am applications of Granite City Bcstg. Co. Mount Airy, N.C., et al. Action Sept. 3.

By Hearing Examiner Jay A. Kyle

Continued without date hearing scheduled for Sept. 2 in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt, Jr., for new am stations in Sheffield, Ala. Action Sept. 1.

By Hearing Examiner Forest L. McClenning

Granted motion by Dixon Bcstg. Co. for various corrections to the record in proceeding on its application for new am station in Dixon, Ill., et al. Action Aug. 27.

By order, formalized certain agreements reached at Sept. 1 prehearing conference; continued hearing from Oct. 7 to Dec. 2 in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for new am stations in Bellefonte and State College, Pa. Action Sept. 1.

Scheduled prehearing conference for Sept. 10 at 2 p.m., on am application of Suburban Bcstg. Co. Inc. (WVIP), Mount Kisco, N.Y. Action Sept. 2.

Scheduled prehearing conference for Sept. 11 in proceeding on am applications of Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., et al. Action Sept. 2.

Dismissed as moot petitions by Publix Television Corp. and of South Florida Amusement Co., Inc., for enlargement of issues in Perrine-South Miami, Fla., tv ch. 6 proceeding Action Sept. 2.

Scheduled prehearing conference for Sept. 17 in proceeding on am application of Bloom Radio (WHLM) Bloomsburg, Pa. Action Sept. 3.

Scheduled further prehearing conference for Nov. 10 and continued to date to be determined at further prehearing conference hearing now scheduled for Sept. 21 in proceeding on applications of Plainview Radio and Star of the Plains Bcstg. Co., for new am stations in Plainview and Slaton, Tex. Action Sept. 3.

Denied motion by Laird Bcstg. Inc. (KHAK) Cedar Rapids, Iowa, to quash notice of taking depositions in Monticello, Iowa, by Telegraph Herald, respondent, in proceeding on Laird's am application. Action Sept. 3.

By Hearing Examiner Herbert Sharfman

Granted petition by Town and Country Bcstg. Inc. (WREM), Remsen, N.Y., for leave to amend its am application to substitute certain pages and exhibits, etc.; application is in consolidated proceeding with am applications of Mid-America Bcstg. System, Inc., Highland Park, Ill., et al. Action Sept. 1.

On petition by Carter Publications, Inc. (WBAP-TV ch. 5) Fort Worth, Tex., for extension of time to file comments and for Texas State Network Inc. to respond to show cause order in tv rulemaking proceeding involving Fort Worth and Denton, the Commission on Sept. 1 extended the time from Sept. 8 to Sept. 30 to file comments and for Texas State to file its response to order to show cause directed to it, and from Sept. 18 to Oct. 12 to file replies. Action Sept. 1.

Commission on Sept. 1, granted request of WGAL Inc. (WGAL-TV ch. 8), Lancaster, Pa., for extension of time from Sept. 1 to Sept. 21 to file comments in response to new proposal in Aug. 17 "counter-petition" by Triangle Publications Inc. (WLYH-TV ch. 15), Lebanon, Pa., in tv rulemaking proposal involving Harrisburg. Action Sept 1.

Granted petition by KSOO TV Inc. (KSOO-TV), Sioux Falls, S.D., for leave to amend its application by incorporating renewed bank commitment. Action Sept. 3.

By order, formalized certain agreements reached at Sept. 1 prehearing conference; continued hearing from Oct. 7 to Dec. 2 in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for new am stations in Bellefonte and State College, Pa. Action Sept. 1.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for Sept. 15 at 11 a.m., in Greensboro-High Point, N.C., tv ch. 8 proceeding. Action Sept. 1.

Granted petition by George T. Hernreich for continuance of procedural dates in proceeding on his application and that of Patteson Brothers, for new tv stations to operate on ch. 8 in Jonesboro, Ark.; continued from Sept. 16 to Nov. 3 date for commencement of evidentiary hearing and introduction into evidence of applicants' written cases. Action Sept. 3.

Granted petition by Farmington Bcstg. Co., for leave to amend its application for purpose of showing change in the distribution of stock of corporate stockholder, in proceeding on its application and that of Four Corners Broadcasting Co., for new tv stations to operate on ch. 12 in Farmington, N.M. Action Sept. 3.

License Renewals

Following stations were granted renewal of license: KOLJ Quannah, Tex.; KCTV San Angelo, Tex.; KCNY San Marcos, Tex.; KIXL (and alt main) Dallas, Tex.; KLVT Levelland, Tex.; KUKO Post, Tex.; KOGT Orange, Tex.; KDNT Denton, Tex.; KRBA Lufkin, Tex.; KEPS Eagle Pass, Tex.; KTXO Sherman, Tex.; KRYS Corpus Christi, Tex.; KJAY Topeka, Kan.; KBEN Carrizo Springs, Tex.; KFDA-TV Amarillo, Tex.; KVOU Uvalde, Tex.; KNOW Austin, Tex.; WHMA-AM-FM Anniston, Ala.; KTW Seattle, Wash.; KVWM Show Low, Ariz.; WPTW Piqua, Ohio.; KALG Alamogordo, N.M.; KATI Casper, Wyo.; KAYT Rupert, Idaho; KCLS Flagstaff, Ariz.; KDYL Salt Lake City, Utah; KFBC Cheyenne, Wyo.; KFUN Las Vegas, N.M.; KFXD Nampa, Idaho; KGAK Gallup, N.M.; KGFL Roswell, N.M.; KHOB Hobbs, N.M.; KID Idaho Falls, Idaho; KIDO Boise, Idaho; KIFI Idaho Falls, Idaho; KIFN Phoenix, Ariz.; KIKO Miami, Ariz.; KMOP Tucson, Ariz.; KRIZ Phoenix, Ariz.; KRPL Moscow, Idaho; KRXK Rexburg, Idaho; KSIL Silver City, N.M.; KVSF Santa Fe, N.M. Ann. Sept. 2.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

590 kc

Fort St. John, B.C.—1 kw, DA-N, unl., III. EIO 7-15-60. New.

630 kc

CHLT Sherbrooke, P.Q.—10 kw D, 5 kw N, DA-2, unl., III. EIO 7-15-60. (PO: 630 kc, 5 kw DA-1.)

980 kc

CKGM Montreal, P.Q.—10 kw, DA-1, unl., III. Assignment of call letters.

1150 kc

CKTR Three Rivers, P.Q.—5 kw D, 1 kw N, DA-2, Unl., III. Now in operation.

1230 kc

Kanloops, B.C.—1 kw D, 0.25 kw N, ND, unl., IV. EIO 7-15-60. New.

1250 kc

Dartmouth, N.S.—5 kw, DA-1, unl., III. EIO 7-15-60. New.

1280 kc

Estevan, Sask.—1 kw, DA-1, unl., III. EIO 7-15-60. New.

1290 kc

CFAM Altona, Man.—10 kw D, 5 kw N, DA-1, unl., III. EIO 7-15-60. (PO: 1290 kc, 5 kw DA-1.)

1350 kc

CKTR Three Rivers, P.Q.—1 kw, DA-1, unl., III. Delete assignment.

Joliette, P.Q.—1 kw, DA-1, unl., III. EIO 7-15-60. New.

1500 kc

Duncan, B.C.—1 kw, DA-1, unl., III. EIO 7-15-60. New.

Now... Anaconda Aluminum Foil brings tempting dishes from the world's finest chefs right into your home

The rigid foil containers above have two things in common: All were made to hold baked or frozen food. All were made of Anaconda Aluminum Foil. In 1958 alone, Anaconda produced *hundreds of millions* of aluminum foil containers of all shapes and sizes.

Versatile aluminum foil brings so many advantages to the food field. It makes packaging far more convenient and attractive, besides being moisture-proof, taste-proof, odorproof and lightweight. The list of products packaged better with aluminum grows steadily longer. Take frozen foods, a prime user of foil: last year, frozen foods alone rang up total sales of close to *four billion dollars*. By 1965, economists tell us, Americans will be buying five to six times more! Truly, this foil-inspired packaging revolution is just getting started.

Joining vigorously in the development of America's aluminum future, Anaconda has blended all its aluminum facilities into one new subsidiary, Anaconda Aluminum Company. The result is an integrated organization embracing almost every phase of aluminum production—from alumina to pig and ingot through to the fabrication of commercial products such as foil, coiled and flat sheet, rod, bar, structurals, tube and extruded shapes.

In addition, substantial quantities of wire ingot are supplied to another Anaconda subsidiary, Anaconda Wire and Cable Company, for the production of a wide range of aluminum wire and cable electrical conductors.

Anaconda's growth in aluminum is a typical example of a development program that seeks to offer better products and services to both industry and consumer.

59175-A

ANACONDA ALUMINUM®

General Offices: Louisville 1, Kentucky
Reduction Plant: Columbia Falls, Montana
Fabricating Plants: Terre Haute, Ind. • Louisville, Ky. • Fair Lawn, N. J. • San Gabriel, Calif.

OUR RESPECTS TO . . .

Robert Mumford Purcell

"I'm proud of our programming at KFWB," Robert M. Purcell, president of this Los Angeles radio station and director of the broadcast division of Crowell-Collier Publishing Co., declared last week.

I'm . . . proud that our 'contemporary radio' format provides for effective public service programming as well as for the most popular music.

"Yes, I'm proud of the childish voice saying 'I'm Janie Jones and I'm six years old and I go to Greenleaf School, so please drive carefully so I can stay alive.' It's terse, easy to hear and hard to forget, much more effective with today's radio audience than the 15-minute or half-hour public service shows of yesteryear.

Let's Communicate • "We in radio today are not only in the entertainment business, we're primarily in communications and in my book the message from Janie Jones truly communicates."

Bob Purcell's radio book is a big one, starting back in 1926, when, at the age of 14, he sang into the microphone of WHAM in his native Rochester, N.Y. (The city's official records show that Robert Mumford Purcell entered the world on May 11, 1912). His progress from singer at WHAM to president of KFWB followed no direct up-the-radio-ladder route, however. It includes such by-paths as a doorman's job at the Paramount Theatre in Syracuse, N.Y., to help defray his expenses at Syracuse U.

Type Casting • "With my height—6 feet, 5 inches—I made a good doorman" Bob recalls. But he didn't stay on that job very long. In 1931, 5:30 p.m. was the usual end of the workday and theatre admission prices changed at 6 p.m. Bob got the idea of printing pay envelopes with a notice that their recipients could get into the Paramount at afternoon prices up to 6:30 p.m. As a result he was promoted to assistant manager, but he lost that job when he won an amateur contest at the rival RKO Keith-Orpheum Theatre. The conductor of the orchestra there was also staff conductor at WSYR Syracuse and he got Bob a job there as an announcer-singer-salesman, at $15 a week, not bad for those depression days.

Transferring to the Westminster Choir School with the idea of becoming a choir director ("I soon dropped it, too sanctimonious"), Bob sang bass in the school's traveling choir (I'd made the first team, so to speak") and studied for a straight B.A. with a major in music. But times were tough and 1933 found him in Chicago working as a barker for "Chyrene, the Girl with the X-Ray Eyes" at the World's Fair, plus handling the midnight-to-six shift at WEDC, foreign-language station.

This led to Bob's first full-time, regular-pay staff job in radio, at WCFL Chicago, where among other duties he conducted one of the earliest deejay shows, *Make Believe Danceland*. He stayed with WCFL for eight years. Then, while on vacation in Los Angeles, he went to work for the Earle C. Anthony stations KFI and KECA (this was before the FCC's anti-duopoly rule) as writer-director-producer and special events reporter, a post he remembers fondly for the chance it gave him to see international diplomacy at work at close range when he covered the first United Nations Assembly meeting in San Francisco in 1945.

Into Tv • Came now a five-year period of freelancing, during which Bob Purcell wrote and produced and directed countless radio programs and announced, acted and sang in countless others. Meanwhile, television had appeared on the broadcast horizon and aroused Bob's interest. So, in 1949, he joined the staff of KTTV (TV) Los Angeles as a director-writer-announcer, more for the experience than the $75-a-week salary. ("They let me continue some of my radio work and play bit parts in motion pictures, so I could get by.") Soon, he was made program director and, subsequently, director of operations of the station.

CROWELL-COLLIER'S PURCELL
The main job: to communicate

When he left KTTV it was to form a consultant firm, "Robert M. Purcell Television," which handled administrative, legal, labor and creative problems for such diverse accounts as Hoffman Radio & Television, United States Air Force, General Electric broadcast equipment division, the tv workshop of Pasadena Playhouse and Massachusetts Bay Telecasting, applicant for channel 5 in Boston, whose grant to WHDH-TV (*Boston Herald-Traveler*) is now being reviewed. (He holds a 5% interest in MBT.) At this time, he also became half-owner and president of KEYD (now KEVE) Minneapolis.

Back to Radio • In October 1956, Mr. Purcell was appointed assistant for radio and television to Paul Smith, then president of Crowell-Collier, with plans for the acquisition of a major group of broadcast properties. Before the end of the year, Mr. Smith had resigned, having brought only one radio station into the C-C fold, KFWB Los Angeles, of which Mr. Purcell became general manager. In June 1957, he was elected president of KFWB Broadcasting Corp., wholly-owned C-C subsidiary. On Jan. 1, 1958, he brought "color radio" to Los Angeles, introducing a format of "modern" programming so well suited to Los Angeles ears that KFWB skyrocketed to the top of the rating charts.

This spring, Mr. Purcell negotiated the purchase of KLX (now KEWB) Oakland, Calif., and WISK Minneapolis for Crowell-Collier and has become president of each of these stations as well as of KFWB. He is also director of the C-C broadcast division, which plans its further expansion to the full extent of station ownership permitted by the FCC, in television as well as radio. (With the addition of WISK to the C-C stable, he sold his interest in KEVE.)

Bob Purcell lives with his wife, the former Jane Lindberg, and two Siamese cats in a Hollywood apartment. His two daughters by a previous marriage, Linda, 21, and Paula, 19, are both in college. His hobbies range from guitar playing and folk singing to Chinese calligraphy.

Rep pep

AN oft-debated question is whether the exclusive national representative is more productive than the branch office in the sale and development of national business. Newspapers and magazines were grappling with this problem, with inconclusive results, long before radio and television became competitors for the national advertising budgets.

The recent announcement that five major newspapers have joined in setting up a selling organization in key markets to create new business is a new manifestation of newspaper dissatisfaction with old-line general representation. It may be significant, too, that three of the five papers *(Milwaukee Journal, Washington Star* and *St. Louis Post-Dispatch)* are owners of thriving radio-tv properties. One of the others, the *Philadelphia Bulletin,* last year sold WCAU-AM-FM-TV to CBS for $20 million.

It is true that in times past the representation issue has arisen in both radio and tv. But it is no earth-shaking problem now. Exclusive national representatives in both radio and tv, for the most part, are both creative and resourceful in the development of new spot business.

Long ago, the sales representatives of the broadcast media learned that if they were to thrive they would have to do more than merely take orders. They invested in solid research. Hardly a week passes without the development by one or more organizations of a new campaign involving a new approach which may benefit the clients of others as well as his own.

It is this brand of creative selling that is keeping broadcast spot gains ahead of the print media. Then there's the natural advantage of representing live, vibrant entities that with each passing day grow in stature and public acceptance.

The labor miracle

A SCANT six months ago there were few in Washington who could see any hope that Congress would provide protection for business in the field of secondary boycotts and blackmail picketing. Broadcasters have been especially vulnerable to these labor practices, made possible by confused court decisions and interpretations by the National Labor Relations Board.

But a miracle happened—a miracle that had the momentum of shocking union tactics as revealed by Sen. McClellan's investigating committee and effectively reported by live broadcast pickups.

Important protection to all business and industry is provided in the secondary-boycott language of the Landrum-Griffin House bill, most of which went into the final conference bill sent to the White House. NAB has been working seven years on behalf of this relief. President Harold E. Fellows and Charles H. Tower, labor-relations economist, took key roles in the effort to obtain legislative help.

But the influence that puts over this type of legislation must come from the public—the voters back home. Broadcasters worked hard, led by Ward Quaal, WGN-AM-TV Chicago, chairman of NAB's Labor Advisory Committee, and Leslie C. Johnson, WHBF-AM-FM-TV Rock Island, Ill., a member of the committee.

Members of the House were deluged with letters and wires from voters as well as from union sources. Their overwhelming vote for relief-giving legislation amazed many in Washington who realized that a big majority of Congressmen had been elected last year with union support. Four factors were mainly responsible for the surprising House vote—public indignation, President Eisenhower's radio-tv talk, the back-firing of the wildest labor pressure-tactics within memory and the sheer merit of the legislative proposals.

Rep. Robert T. Griffin (R-Mich.), whose highly unionized constituency in the Muskegon, Mich., area posed a risk to his political future, led the House floor fight and the conference maneuverings. The crowded House galleries reflected public excitement during floor debate and helped sway the final conference decisions.

Mr. Tower put it this way, when the final conference report was adopted by both House and Senate, "The legislation comes as close as a labor law can come to the will of the people."

Mutual victimized

ALL broadcasting is injured because of the latest disclosure of alleged transgressions by Alexander L. Guterma during his short reign as owner of Mutual. A grand jury has indicted the promoter and his associates for the ugliest of all journalistic sins—a sell-out whereby the network would be used as a propaganda outlet for the Dominican Republic and its dictator, Generalissimo Trujillo.

At this point it is only an indictment. It remains to be determined whether Mr. Guterma and his associates are guilty or innocent. Even if they are exonerated, however, a good deal of damage will have been done. The mere fact that three principal executives of a national network were formally accused of a crime will itself provide a talking point for critics of broadcasting.

Mutual has survived two changes in ownership since the multi-indicted Guterma moved in. It was on the verge of settling bankruptcy proceedings when the grand jury acted. Whether the network can recover from this latest blow is a serious question. It certainly deserves a better fate because its present ownership and management seem determined to provide the kind of service desired by its affiliates.

If there is one lesson to be learned from the Guterma-Mutual debacle it is that broadcasting is a profession. It subsists and develops when in the hands of broadcasters. Promoters, manipulators and those looking for a quick financial gain do not belong.

Drawn for BROADCASTING by Sid Hix

"Paw's moonshine has improved a heap since he's been studying chemistry!"

When KOB-TV says "go out and buy it"...

people go out and buy it!

The Albuquerque Division of KSTP, Inc.

KOB TELEVISION Channel 4

ALBUQUERQUE, NEW MEXICO

Serving and Selling the Surging Southwest

Represented by Edward Petry & Co., Inc.